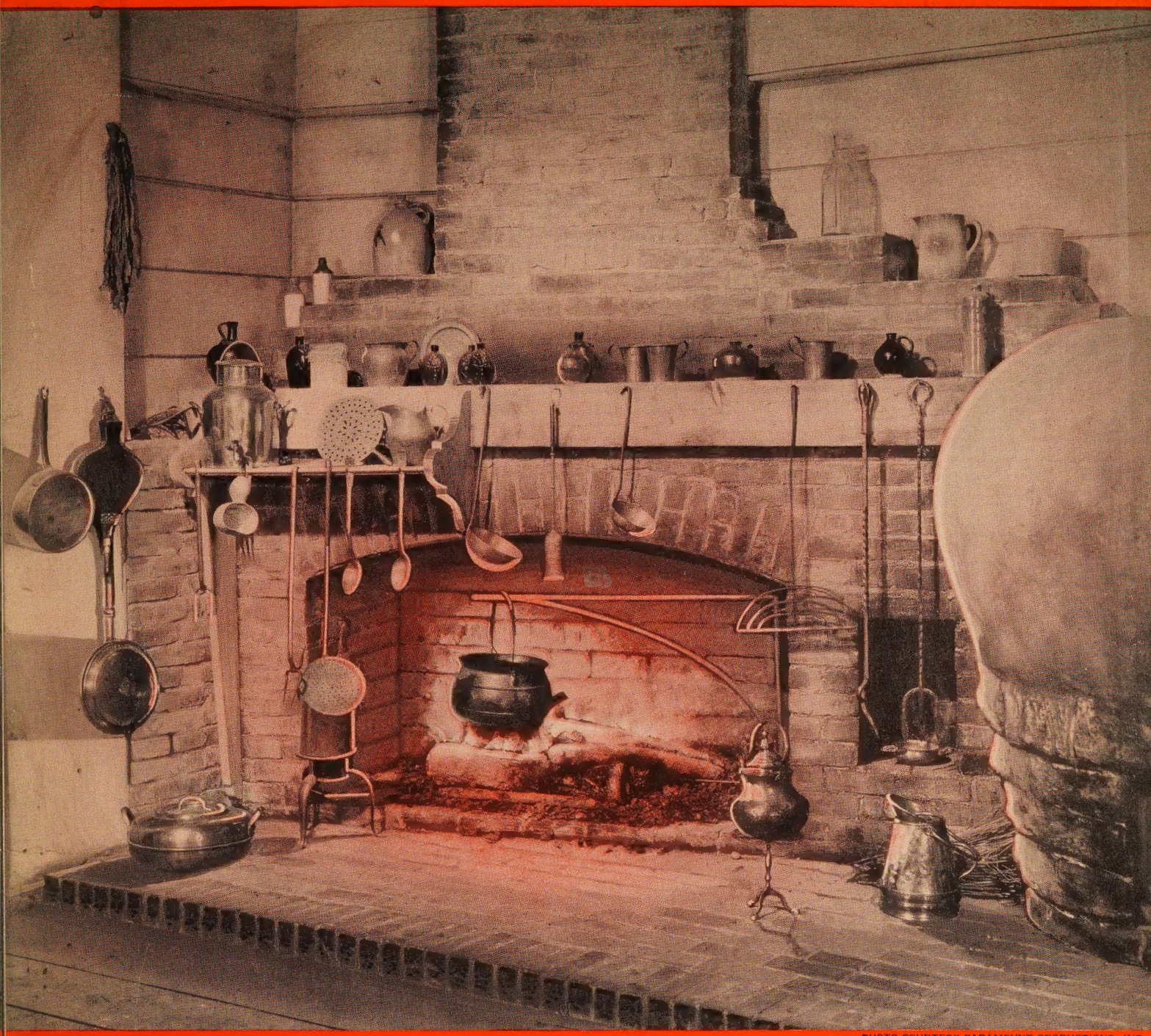

PHOTO COURTESY PARAMOUNT PRODUCTIONS, INC.

# MOORE'S

## MODERN COAL

# HEATERS *and* RANGES

The Moore Corporation . . . . . Joliet, Illinois

CATALOG No. 50

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# MOORE'S
## MODERN COAL
# HEATERS AND RANGES

## COMFORT IN ANY WEATHER
## AND
## PERFECT COOKING RESULTS

THE MOORE CORPORATION...JOLIET, ILLINOIS

FINE COOKING AND HEATING APPLIANCES SINCE 1857

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# MOORE'S

## PIONEERS IN THE STOVE INDUSTRY SINCE 1857

In 1857 the House of Moore's was founded and dedicated to the upholding of a newly created standard of quality in the manufacture of stoves. It was believed then—and time has proved it true—that this policy, as laid down seventy-eight years ago, was one of service which the public would respect, and such as would profit the dealer most.

And so, down through the years, every Range, Heater or Furnace which has borne the name "Moore's" has exemplified the ideal of highest quality and greatest value, and the men active in the affairs of The Moore Corporation today pledge themselves to uphold this standard in the interest of you and those you serve.

True to the name "Pioneer" cast on the door of the first Moore's Stove made in 1857, Moore's have consistently set the pace in stove improvement and design.

Moore's engineering laboratories are constantly at work developing new and unusual improvements, and the owner of any Moore's product is assured that he has in his Range, Heater or Furnace the very last word in construction, convenience and durability. Yet Moore's never experiment at the expense of dealer or public, and Moore's products have rightfully become the high standard by which cooking and heating appliances are judged.

MOORE'S . . .

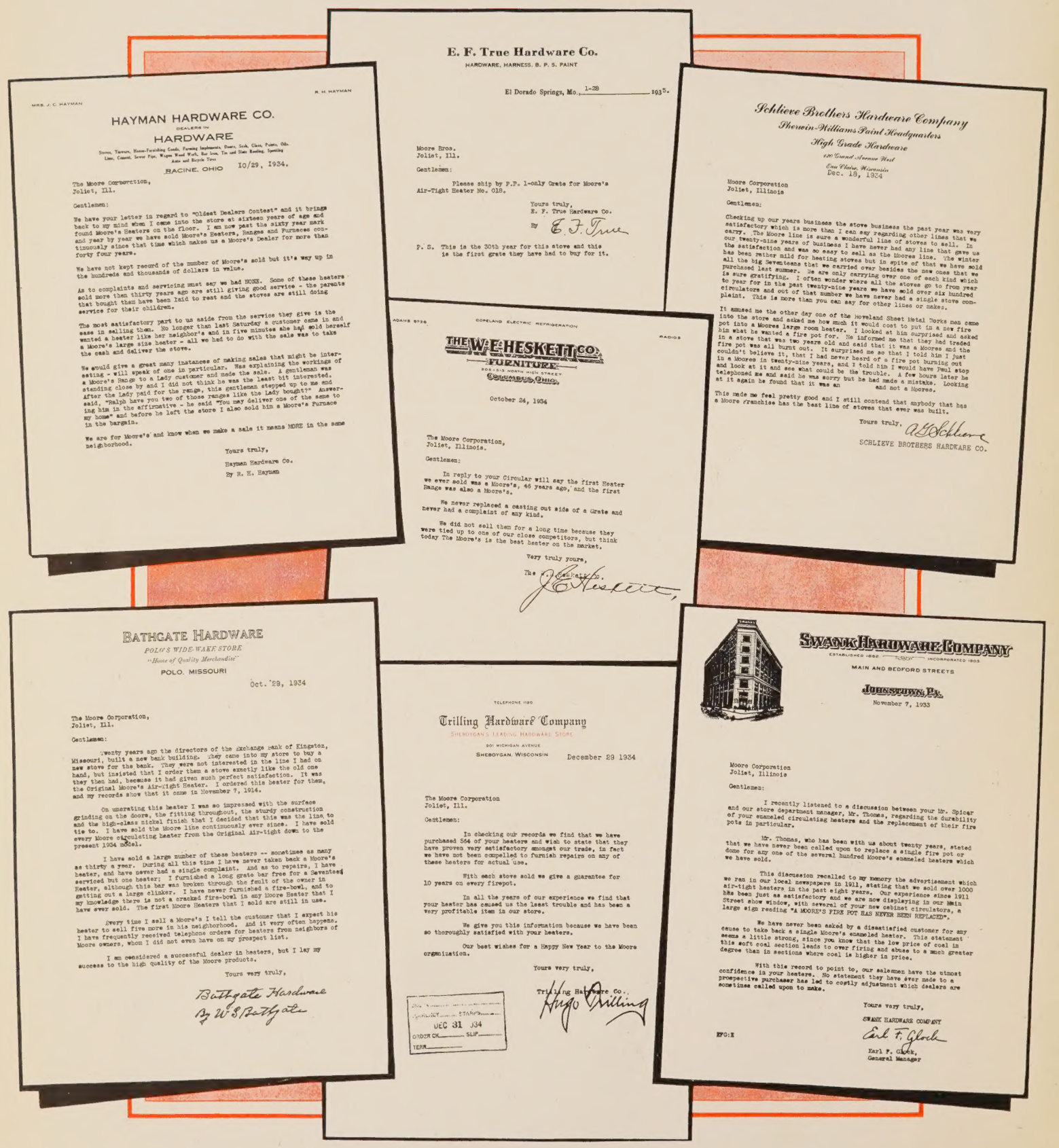
- Patented the FIRST Lifting Key Plate.
- Introduced Time and Temperature Control by the invention of the Controller Damper, the Cooking Guide and the Oven Thermometer.
- Perfected and made popular the Glass Oven Door.
- Designed and built the FIRST and ORIGINAL Warm Air Circulating Heater (1891).
- Made the FIRST Porcelain Enameled Heater sold in this country (1888).
- Built the FIRST Double Duty Burner (1922).
- Perfected and made the FIRST One Piece Cast Iron Top for gas ranges (1934).

These are a few of the things pioneered by Moore's which have justly earned for them the reputation of having contributed more major improvements to the stove industry than any other company.

We believe that both you and your customers feel more secure when you know that every Range, Heater or Furnace bearing the name "Moore's" is honest merchandise—the product of quality materials, extensive research, and stove-minded men who are always looking toward improvement.

# GET THE FACTS! HERE THEY

## KNOW WHAT'S INSIDE



HAYMAN HARDWARE CO.
DEALERS IN
HARDWARE
Stoves, Tinware, House-Furnishing Goods, Farming Implements, Doors, Sash, Glass, Paints, Oils, Lime, Cement, Sewer Pipe, Wagon Wood Work, Bar Iron, Tin and Slate Roofing, Sporting Arms and Bicycle Tires
RACINE, OHIO 10/29, 1934.

The Moore Corporation,
Joliet, Ill.

Gentlemen:

We have your letter in regard to "Oldest Dealers Contest" and it brings back to my mind when I came into the store at sixteen years of age and found Moore's Heaters on the floor. I am now past the sixty year mark and year by year we have sold Moore's Heaters, Ranges and Furnaces continously since that time which makes us a Moore's Dealer for more than forty four years.

We have not kept record of the number of Moore's sold but it's way up in the hundreds and thousands of dollars in value.

As to complaints and servicing must say we had NONE. Some of these heaters sold more than thirty years ago are still giving good service - the parents that bought them have been laid to rest and the stoves are still doing service for their children.

The most satisfactory part to us aside from the service they give is the ease in selling them. No longer than last Saturday a customer came in and wanted a heater like her neighbor's and in five minutes she had sold herself a Moore's large size heater - all we had to do with the sale was to take the cash and deliver the stove.

We could give a great many instances of making sales that might be interesting - will speak of one in particular. Was explaining the workings of a Moore's Range to a Lady customer and made the sale. A gentleman was standing close by and I did not think he was the least bit interested. After the Lady paid for the range, this gentleman stepped up to me and said, "Ralph have you two of those ranges like the Lady bought?" Answering him in the affirmative - he said "You may deliver one of the same my home" and before he left the store I also sold him a Moore's Furnace in the bargain.

We are for Moore's and know when we make a sale it means MORE in the same neighborhood.

Yours truly,
Hayman Hardware Co.
By R. H. Hayman

E. F. True Hardware Co.
HARDWARE, HARNESS, B. P. S. PAINT

El Dorado Springs, Mo., 1-28 1935.

Moore Bros.
Joliet, Ill.

Gentlemen:

Please ship by F.P. 1-only Grate for Moore's Air-Tight Heater No. 018.

Yours truly,
E. F. True Hardware Co.
By E. F. True

P. S. This is the 30th year for this stove and this is the first grate they have had to buy for it.

Schlieve Brothers Hardware Company
Sherwin-Williams Paint Headquarters
High Grade Hardware
130 Grand Avenue West
Eau Claire, Wisconsin
Dec. 18, 1934

Moore Corporation
Joliet, Illinois

Gentlemen:

Checking up our years business the stove business the past year was very satisfactory which is more than I can say regarding other lines that we carry. The Moore line is sure a wonderful line of stoves to sell. In our twenty-nine years of business I have never had any line that gave us the satisfaction and was so easy to sell as the Moores line. The winter has been rather mild for heating stoves but in spite of that we have sold all the big Seventeens that we carried over besides the new ones that we purchased last summer. We are only carrying over one of each kind which is sure gratifying. I often wonder where all the stoves go to from year to year for in the past twenty-nine years we have sold over six hundred circulators and out of that number we have never had a single stove complaint. This is more than you can say for other lines or makes.

It amused me the other day one of the Moreland Sheet Metal Works men came into the store and asked me how much it would cost to put in a new fire pot into a Moores large room heater. I looked at him surprised and asked him what he wanted a fire pot for. He informed me that they had traded in a stove that was two years old and said that it was a Moores and the fire pot was all burnt out. It surprised me so that I told him I just couldn't believe it, that I had never heard of a fire pot burning out in a Moores in twenty-nine years, and I told him I would have Paul stop and look at it and see what could be the trouble. A few hours later he telephoned me and said he was sorry but he had made a mistake. Looking at it again he found that it was an and not a Moores.

This made me feel pretty good and I still contend that anybody that has a Moore franchise has the best line of stoves that ever was built.

Yours truly,
A. J. Schlieve
SCHLIEVE BROTHERS HARDWARE CO.

ADAMS 8738 COPELAND ELECTRIC REFRIGERATION RADIOS
THE W. E. HESKETT CO.
FURNITURE
308-318 NORTH HIGH STREET
COLUMBUS, OHIO.

October 24, 1934

The Moore Corporation,
Joliet, Illinois.

Gentlemen:

In reply to your Circular will say the first Heater we ever sold was a Moore's, 46 years ago, and the first Range was also a Moore's.

We never replaced a casting out side of a Grate and never had a complaint of any kind.

We did not sell them for a long time because they were tied up to one of our close competitors, but think today The Moore's is the best heater on the market.

Very truly yours,
The W. E. Heskett Co.
J. E. Heskett

BATHGATE HARDWARE
POLO'S WIDE-WAKE STORE
"Home of Quality Merchandise"
POLO, MISSOURI

Oct. 29, 1934

The Moore Corporation,
Joliet, Ill.

Gentlemen:

Twenty years ago the directors of the Exchange Bank of Kingston, Missouri, built a new bank building. They came into my store to buy a new stove for the bank. They were not interested in the line I had on hand, but insisted that I order them a stove exactly like the old one they then had, because it had given such perfect satisfaction. It was the Original Moore's Air-Tight Heater. I ordered this heater for them, and my records show that it came in November 7, 1914.

On unerating this heater I was so impressed with the surface grinding on the doors, the fitting throughout, the sturdy construction and the high-class nickel finish that I decided that this was the line to tie to. I have sold the Moore line continuously ever since. I have sold every Moore circulating heater from the Original Air-tight down to the present 1934 model.

I have sold a large number of these heaters -- sometimes as many as thirty a year. During all this time I have never taken back a Moore's heater, and have never had a single complaint. and as to repairs, I have serviced but one heater; I furnished a long grate bar free for a Seventeen Heater, although this bar was broken through the fault of the owner in getting out a large kindling. I have never furnished a fire-bowl, and to my knowledge there is not a cracked fire-bowl in any Moore Heater that I have ever sold. The first Moore Heaters that I sold are still in use.

Every time I sell a Moore's I tell the customer that I expect his heater to sell five more in his neighborhood. And it very often happens. I have frequently received telephone orders for heaters from neighbors of Moore owners, whom I did not even have on my prospect list.

I am considered a successful dealer in heaters, but I lay my success to the high quality of the Moore products.

Yours very truly,
Bathgate Hardware
By W. S. Bathgate

TELEPHONE 1190
Trilling Hardware Company
SHEBOYGAN'S LEADING HARDWARE STORE
901 MICHIGAN AVENUE
SHEBOYGAN, WISCONSIN December 29 1934

The Moore Corporation
Joliet, Ill.

Gentlemen:

In checking our records we find that we have purchased 564 of your heaters and wish to state that they have proven very satisfactory amongst our trade, in fact we have not been compelled to furnish repairs on any of these heaters for actual use.

With each stove sold we give a guarantee for 10 years on every firepot.

In all the years of our experience we find that your heater has caused us the least trouble and has been a very profitable item in our store.

We give you this information because we have been so thoroughly satisfied with your heaters.

Our best wishes for a Happy New Year to the Moore organization.

Yours very truly,
Trilling Hardware Co.
Hugo Trilling

DEC 31 34
ORDER CK SLIP
TERR



SWANK HARDWARE COMPANY
ESTABLISHED 1852 INCORPORATED 1903
MAIN AND BEDFORD STREETS
JOHNSTOWN, PA.

November 7, 1933

Moore Corporation
Joliet, Illinois

Gentlemen:

I recently listened to a discussion between your Mr. Spicer and our store department manager, Mr. Thomas, regarding the durability of your enameled circulating heaters and the replacement of their fire pots in particular.

Mr. Thomas, who has been with us about twenty years, stated that we have never been called upon to replace a single fire pot or dome for any one of the several hundred Moore's enameled heaters which we have sold.

This discussion recalled to my memory the advertisement which we ran in our local newspapers in 1911, stating that we sold over 1000 air-tight heaters in the past eight years. Our experience since 1911 has been just as satisfactory and we are now displaying in our Main Street show window, with several of your new cabinet circulators, a large sign reading "A MOORE'S FIRE POT HAS NEVER BEEN REPLACED".

We have never been asked by a dissatisfied customer for any cause to take back a single Moore's enameled heater. This statement seems a little strong, since you know that the low price of coal in this soft coal section leads to over firing and abuse to a much greater degree than in sections where coal is higher in price.

With this record to point to, our salesmen have the utmost confidence in your heaters. No statement they have ever made to a prospective purchaser has led to costly adjustment which dealers are sometimes called upon to make.

Yours very truly,
SWANK HARDWARE COMPANY
Earl F. Glock
Earl F. Glock,
General Manager

EFG:H

# ARE — READ THEM

## THE HEATER YOU BUY

**To demonstrate the merit claimed for Moore's Air-Tight Warm Air Circulating Heaters, and their durability over the best of imitations, a comparative test was made.**

A stove was selected with an all cast inner unit and slotted fire pot — one of the best of the imitations. The fire pot was the same size as in the Moore's which was to be used in the test.

The stoves were attached to flues with strong drafts, and at the end of each week the fire was allowed to go out and the stoves shifted from one flue to the other so that each worked under the same chimney conditions. The fuel used was soft coal screenings and the coal was fed into both at the same time. The draft slides were kept the same, and the fires during each twenty-four hours were run from low to very high.

Fire was maintained for 1312 hours — equal to 54 2/3 days of twenty-four hours each. During the test, the dome of the competitive stove became so warped that the fire door would not close tightly or latch but hung at an angle. The ash pit door would not open wide enough to permit taking out the pan without forcing the door back and damaging the enameled casing.

At the end of the test the casings were removed and the inner units photographed. The fire pot of the competitive heater was badly cracked in several places, and the slots were melted shut. It was badly warped, leaving a large opening between it and the ash pit. The joint between the dome and the fire pot was so warped that the seal was broken and left an opening. The dome was cracked and burned through. The smoke elbow had pulled entirely away from the dome and was loose.

The Moore's, which had the very same inner construction as Moore's 1935 line of Air-Tight Heaters, came through the test with the slots in the fire pot open and free, and with no cracks or loose joints.

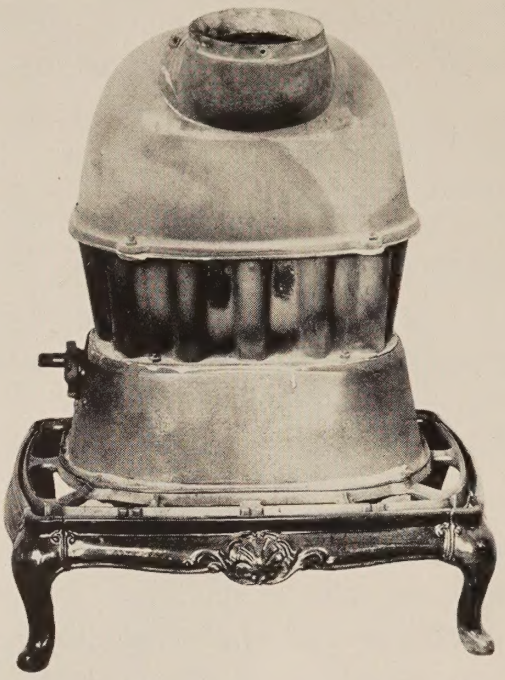
This test justifies and amply proves the claims that Moore's Air-Tight Warm Air Circulating Heaters are BETTER MADE and MORE DURABLE than any other heater.

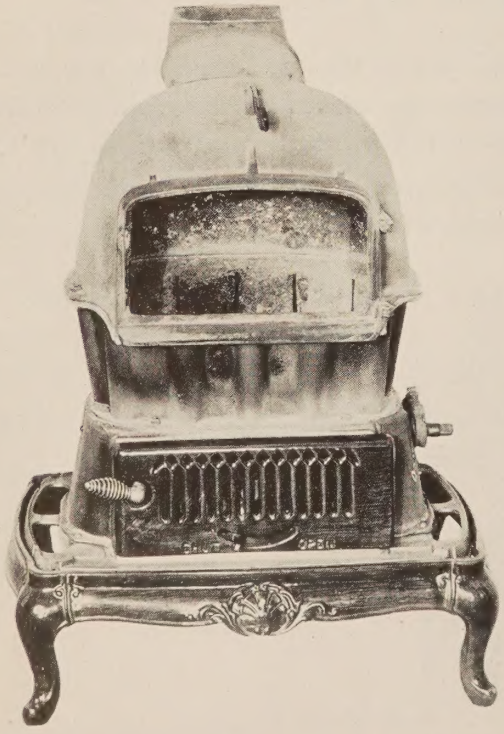
The pictures on the next two pages give graphic proof of the superiority of the CONSTRUCTION and QUALITY of MOORE'S.

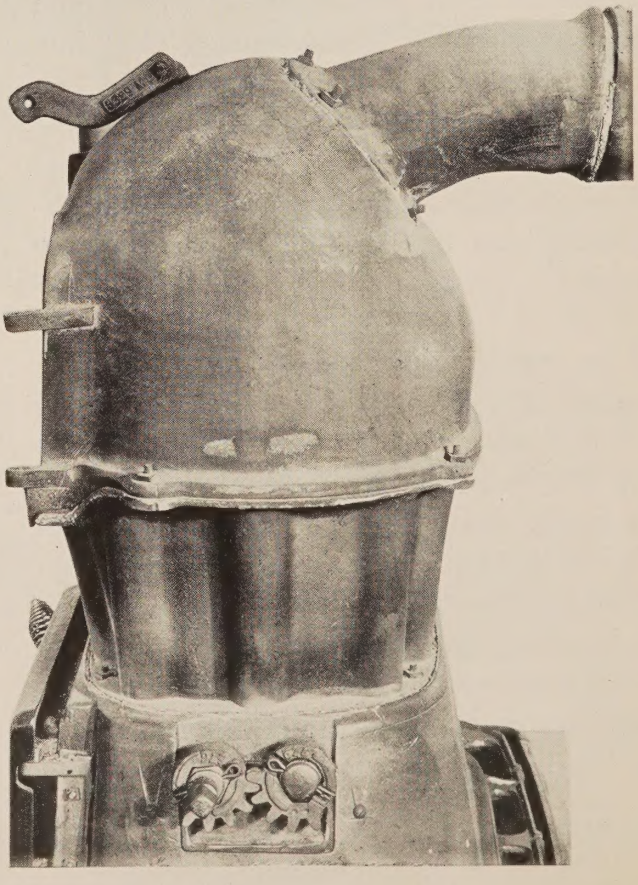
# HERE'S ONE

MOORE'S DEALERS MAKE MORE MONEY WITH MOORE'S MERCHANDISE

## MOORE'S HEATER AFTER THE TEST



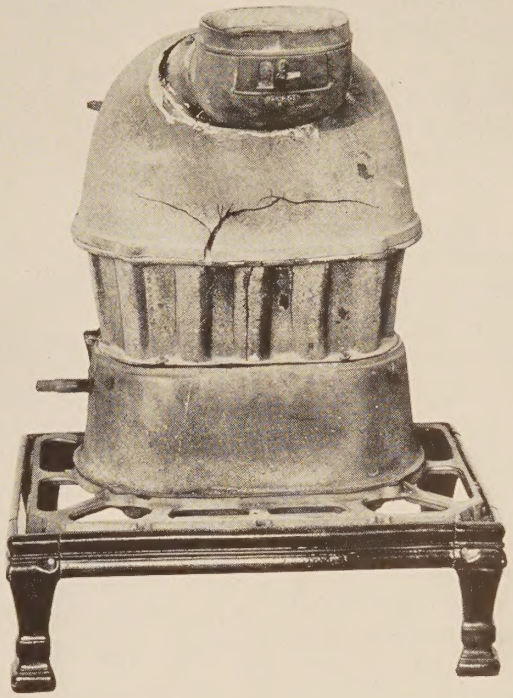


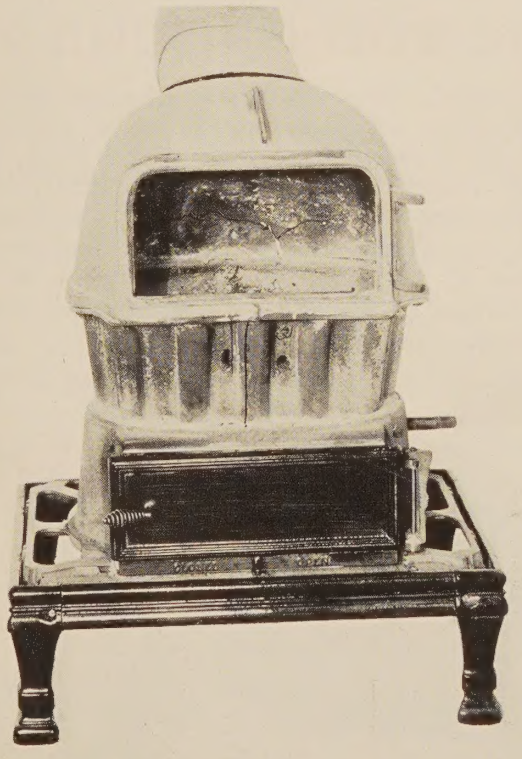


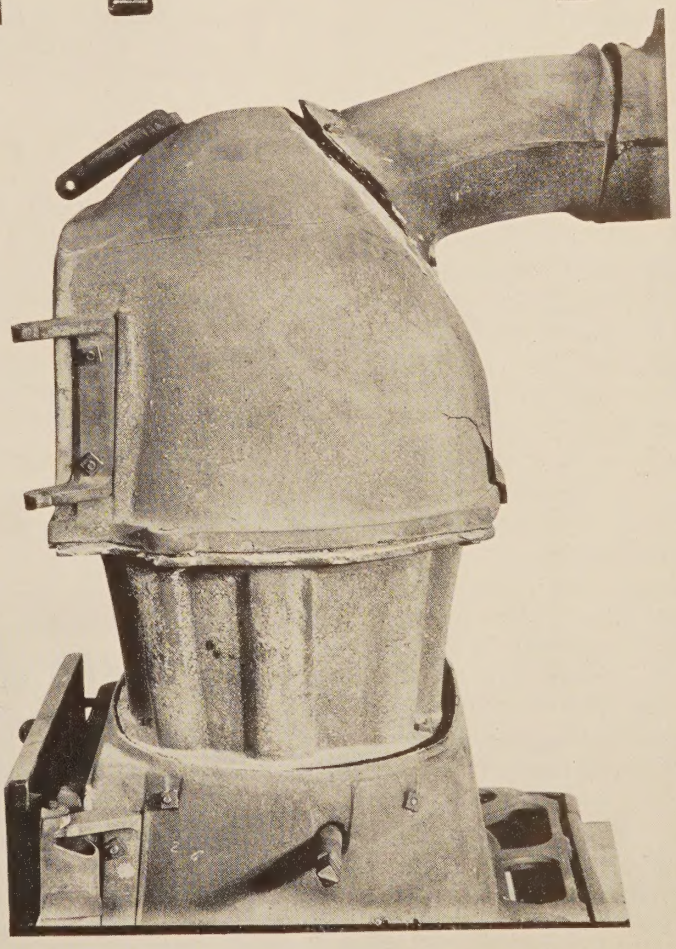
# REASON!

– YOU'LL FIND PLENTY MORE REASONS ON THE FOLLOWING PAGES

## THE BEST IMITATION AFTER THE TEST







"We are happy to be heating our home with a Moore's Air-Tight Heater. We have had our heater for three years and we never have had one bit of trouble with it.

The heater heats five rooms very easily and very comfortably. Two of our friends liked the way our stove heated the house, and they also have Moore's Heaters and each of them heat five rooms.

The heater holds fire just as good as any furnace, if not better. Each winter we have had the heater we have saved on an average of two tons of coal.

We are just as proud of our stove as of any other piece of furniture that we have in our home."

Mr. R. C.
Marion, Ind.

"I have two Moore's Stoves and think they are the best stoves anyone can buy. I have a Moore's Coal Range and in my opinion it is the best cooker and baker made. I have a Moore's Air-Tight Coal Heater and believe it will produce more heat with less fuel than any other stove twice as large."

T. L.
Barnesboro, Pa.

"My stove is a Moore's Heater which I bought about thirty years ago and this is the first time anything has happened to it. I broke the handle on the ash door, so please send me another one. It is such a good stove that I would not trade it for any other make I know of today."

Mrs. K. D. T.
Mulberry Grove, Ill.

"I would like you to know about the satisfaction and pleasure we are getting out of our Moore's Heater. We are heating five rooms, hall and bath with this heater, and when my friends come in they just can't believe that my bedrooms are as warm as the room that the stove is in till they go in and see for themselves."

Mrs. E. E.
New Albany, Ind.

# MOORE'S AIR-

## ARE NOT ONLY

# BUILT TO GIVE

## Moore's built the FIRST Porcelain Enameled Heater (1888) available to the American Home.

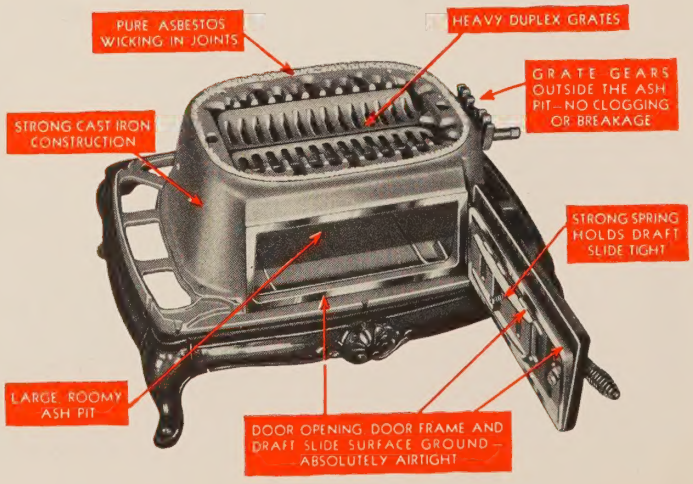
*Inner Construction of Moore's Original Air-Tight Heater. Made in 1891.*

Thousands of these heaters are in service today, and we have many letters from people who are still using Moore's Air-Tight Heaters bought twenty-five, thirty and more years ago. Such performance and durability were bound to win true friends, and Moore's Air-Tight made stove history.

## Moore's 1935 Air-Tight time-tried and proved used in Moore's ORIGI made 44 years ago.

## BUILT FROM THE GROUND UP

In the making of Moore's Heaters, only the purest pig iron is used. Selected ores, mixed according to a special Moore's formula, give exceptional toughness and fire-resisting qualities to every casting. The picture below shows the ash pit section—the foundation of a heater. The thoroughness with which every part is made and fitted is characteristic of the entire construction of the Moore's. Point out these features the next time you're talking with a prospect.

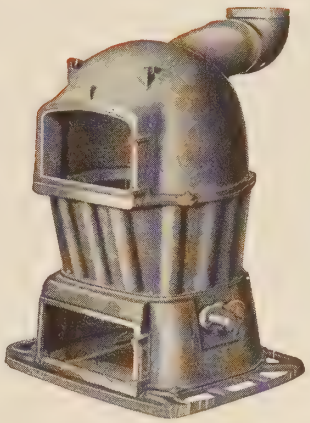

PURE ASBESTOS WICKING IN JOINTS
HEAVY DUPLEX GRATES
GRATE GEARS OUTSIDE THE ASH PIT—NO CLOGGING OR BREAKAGE
STRONG CAST IRON CONSTRUCTION
STRONG SPRING HOLDS DRAFT SLIDE TIGHT
LARGE ROOMY ASH PIT
DOOR OPENING, DOOR FRAME AND DRAFT SLIDE SURFACE GROUND—ABSOLUTELY AIRTIGHT

# TIGHT HEATERS
## GOOD LOOKING BUT
# SATISFACTION

**Moore's designed and built the FIRST and ORIGINAL Warm Air Circulating Heater (1891).**

You can capitalize on this wonderful record, and assure your customers of lasting service because the new Moore's Air-Tight has the SAME PRINCIPLES OF CONSTRUCTION. Look at the pictures shown here. Build your reputation on merchandise of merit.

**Heaters have the same inner construction as NAL Air-Tight Heater**



*Inner Construction of the NEW 1935 Moore's Air-Tight Heater.*

## NO WONDER!

It's called Air-Tight. You'll not find one iota of stove putty in the sealed joints of a Moore's as is used in most heaters. Stove putty soon crumbles and falls out, causing the castings to warp and crack and allowing smoke and gases to escape into the room.

Pure virgin asbestos wicking seals permanently ALL joints. Heat does not affect it—then, too, it acts as a cushion just like the gasket between the cylinder head and motor block in any motor, preventing castings from warping and cracking.

The ash pit door, door frame and draft slide are ground to a true fit just like the pistons in a fine motor car. Moore's Air-Tight Heater "turns on" and "shuts off" instantly at will, insuring positive control.

The heavy duplex grates burn any kind of fuel. Grate gears are on the outside of the ash pit to prevent clogging or breakage.

All bolts concealed—do not come in contact with fire.

"I have a Moore's heating stove (Air-Tight Oak) No. 106 which we have used each winter for more than 27 years, and it is still in good condition.

My oldest boy was 25 on September 2nd and I bought the stove 3 years before he was born. I would bet it would burn 10 more years. Can you beat that?"

W. H. W.
Mt. Orab, Ohio

"We are heating our five room bungalow with one of your Moore's Heaters. And no words can describe how well we like it. Our home seems so cozy and bright at night when the wind is howling and piling the snow outside. It is a great coal saver and heats all rooms with an even temperature."

Mr. L. K.
West Decatur, Pa.

"I can prove that the year before having the Moore's Heater, I used two tons more coal heating three to four rooms than I have used this year heating eight rooms with my Moore's."

E. F.
Marshall, Mo.

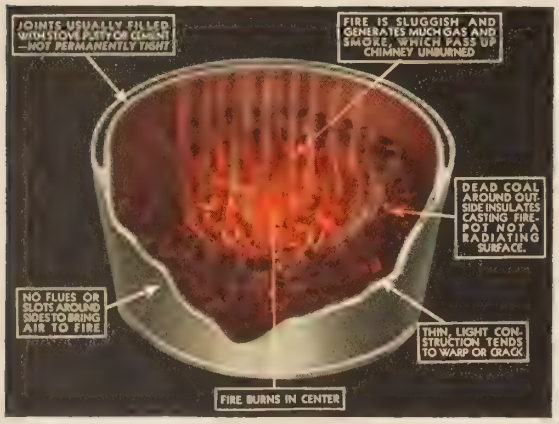
"When our friends call, and before they see our Moore's Heater, they ask if our house is not steam heated. Then we are more than proud to show them what a beautiful piece of furniture our heater is and explain to them its fire-keeping qualities and how well we are satisfied with its coal economy."

Mr. and Mrs. J. T. R.
Meridian, Miss.

# MOORE'S ANTI-CARBON FIRE POT

# SAVES 1/3 to 1/2 THE FUEL

## HERE'S A FIRE POT USED IN MOST HEATERS


JOINTS USUALLY FILLED WITH STOVE PUTTY OR CEMENT —NOT PERMANENTLY TIGHT
FIRE IS SLUGGISH AND GENERATES MUCH GAS AND SMOKE, WHICH PASS UP CHIMNEY UNBURNED
DEAD COAL AROUND OUTSIDE INSULATES CASTING FIRE-POT NOT A RADIATING SURFACE.
NO FLUES OR SLOTS AROUND SIDES TO BRING AIR TO FIRE
THIN, LIGHT CONSTRUCTION TENDS TO WARP OR CRACK
FIRE BURNS IN CENTER

### IT MAKES YOU SPEND FROM ONE-THIRD TO ONE-HALF MORE FOR FUEL

BECAUSE—

1. It does not burn the gas which is thirty-eight percent of the heat value of coal, but sends it up the chimney as black smoke.
2. The fuel burns from the center toward the sides. The dead coal at the sides tends to insulate it from becoming a radiating surface.
3. Heat always travels upward in the line of least resistance and, with the coal burning from the center toward the sides, much of the heat is drawn into the chimney without having come into direct contact with the sides of the fire pot, thereby losing considerably more than thirty-eight percent of the heat units.

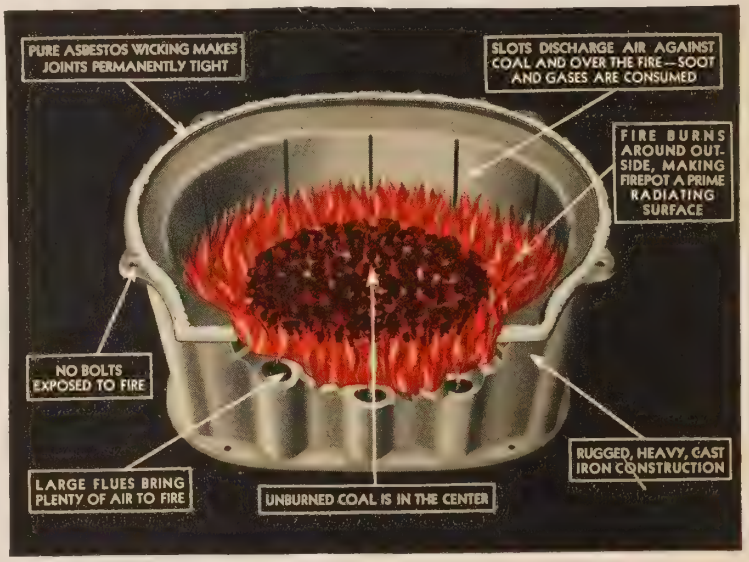
NOTE SLUGGISH FLAME AND DEAD COALS AROUND THE SIDES

## NOW! LOOK AT MOORE'S ANTI-CARBON FIRE POT

See how lively the fire burns. Notice the slotted flues—at the sides. Air admitted to the ash pit through the draft slide opening is drawn up through these flues and discharged against the coal and over the fire. Thus the gases and soot are mixed with just the right proportion of oxygen to ignite, releasing approximately thirty-eight percent more heat, which in ordinary heaters escapes unburned up the chimney.

No dead coals around the sides of a Moore's Anti-Carbon Fire Pot because the fire burns from the outside toward the center and clings to the surface of the egg-shaped combustion chamber. Both the fire pot and combustion chamber become prime radiating surfaces, transferring ALL THE HEAT from the fuel into the scientifically and perfectly balanced air passages, greatly increasing the circulating efficiency of the heater and making a further saving in fuel.

Here's something not to be overlooked! The heavy corrugated flued construction not only INCREASES materially the STRENGTH and LIFE of the fire pot, but these corrugations give ONE-FOURTH GREATER RADIATING SURFACE. Still more heat and another saving in fuel.

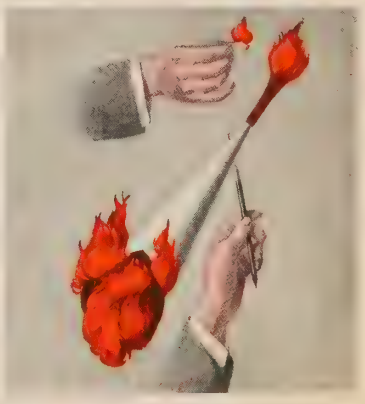

PURE ASBESTOS WICKING MAKES JOINTS PERMANENTLY TIGHT
SLOTS DISCHARGE AIR AGAINST COAL AND OVER THE FIRE—SOOT AND GASES ARE CONSUMED
FIRE BURNS AROUND OUTSIDE, MAKING FIREPOT A PRIME RADIATING SURFACE
NO BOLTS EXPOSED TO FIRE
LARGE FLUES BRING PLENTY OF AIR TO FIRE
UNBURNED COAL IS IN THE CENTER
RUGGED, HEAVY, CAST IRON CONSTRUCTION

## MAKE THIS TEST YOURSELF

Make a funnel a foot long out of a piece of wrapping paper. Fasten it with a pin and fasten the funnel to a pencil or stick as shown. Light the paper with a match at the bottom. See the smoke and gas pour out the small end of the funnel. This is what happens in an ordinary heater. See picture at left.

Now look at the picture on the right.

By holding the end of a lighted match to the smoke as it pours out the end of the funnel, the smoke and gases are ignited and immediately turned into heat. This is exactly what happens in MOORE'S Heaters and is the reason why Moore's Anti-Carbon Fire Pot gives thirty-eight percent more heat from a bushel of coal.



# WHAT THE SUCCESS OF A WARM AIR CIRCULATING HEATER DEPENDS UPON

**FIRST** and foremost, the inner construction must be cast iron of the highest quality.

**SECOND**, all joints must be so designed and fitted that the expansion-construction tendencies developed by intense heat will not alter their status of original air-tightness.

**THIRD**, the air passages between the casing and the furnace-like heating unit must be so proportioned and placed that an exact three-cornered balance will be struck between air inlets, air outlets and the capacity of the heater itself.

Having originated the idea of the warm air circulating heater and having had the most extensive experience in its manufacture and practical application, Moore's are most adequately possessed of the facts pertaining to thoroughly successful circulating heat. As a consequence, there is no doubt but that you can enter Moore's Air-Tight Heater in any kind of a competitive test with full assurance that the sale will be yours.

The various outstanding features of Moore's Air-Tight Heaters are illustrated below. We suggest a close study of them in order that you may put these facts clearly before your prospects because, if properly presented, they will mean increased sales for you.

Moore's Inner Construction proved best for forty-four years.

SHAPE OF DOME CAUSES HEAT TO SPREAD FANWISE FROM TOP
CAST IRON SMOKE COLLAR EASILY ATTACHED TO FIREPLACE OR CHIMNEY
ENGINEERED TO HEAT ALL ROOMS EVENLY
LARGE FEED DOOR OPENING PROVIDES CHEERY FIREPLACE GLOW
CAST-IRON, EGG-SHAPED COMBINATION DOME
HUMIDIFIER PROVIDES MOIST, HEALTHFUL AIR
NO BOLTS EXPOSED TO FIRE
SLOTTED ANTI-CARBON FIREPOT SAVES ⅓ THE FUEL
JOINTS PACKED PERMANENTLY AIR-TIGHT WITH PURE ASBESTOS WICKING
DUPLEX GRATES BURN ANY TYPE OF FUEL
GRATE GEARS OUTSIDE OF ASHPIT — CANNOT CLOG AND BREAK
ROOMY ASH PIT AND BIG ASH PAN
RIGID, HEAVY, CAST-IRON BASE AND LEGS
ASHPIT, DOOR AND SLIDE, SURFACE GROUND PERFECTLY AIRTIGHT
OPENINGS FOR RETURN AIR ARE IN BOTTOM
AIR PASSAGES AND HEAT GENERATING ABILITY SCIENTIFICALLY BALANCED TO ASSURE POSITIVE AIR CIRCULATION.
OUTSIDE ENAMEL FINISH IS PERMANENTLY BEAUTIFUL—EASY TO CLEAN—ALL BOLTS CONCEALED.
STURDY, DURABLE, ALL CAST-IRON INNER CONSTRUCTION

Moore's 1935 Air-Tight Heater has the same TIME-TRIED and PROVED inner construction as used in Moore's Original Air-Tight Heater.

# HERE'S COMFORT
# MOORE'S

## FEATURES

Extra Heavy CAST IRON Inner Construction—made from PUREST pig iron—special Moore's formula gives exceptional TOUGHNESS and FIRE-RESISTING qualities; Scientifically Proportioned Castings insure many years of Dependable, Low Cost Service; Porcelain Enameled Outer Casing for lasting beauty; Scientifically and Perfectly Balanced, Generous Air Passages give an abundance of warm, moist, healthful air circulating throughout the house—just like the air is circulated by a furnace—no drafts or cold corners to cause sickness; Pure Asbestos Wicking seals PERMANENTLY all joints — prevents castings from warping and cracking—ALWAYS MAINTAINING AN AIR-TIGHT JOINT—keeps smoke and gases from escaping into room; Anti-Carbon Fire Pot burns gases, smoke and soot—uses 1/3 to 1/2 less fuel—flued construction causes fire to cling to sides of fire pot and combustion chamber, making BOTH prime radiating surfaces, increasing efficiency of heater and giving a further saving in fuel — heavy corrugations on outside increase MATERIALLY the STRENGTH and LIFE of the fire pot—give ONE-FOURTH GREATER RADIATING SURFACE—still more heat and another saving in fuel; Egg-Shaped Combustion Dome causes heat to spread fanwise and cling to sides—more heat with less fuel; Ash Pit Door, Door Frame and Draft Slide ground to a true fit, just like the pistons in the most expensive automobile — insures positive control of heater — holds fire for long periods — more heat with less fuel; Heavy, Rigid, Cast Iron Base and Legs; Large Feed Door Opening provides cheery fireplace glow; Humidifier makes possible moist, healthful air; Duplex Grates burn any type of fuel; Grate Gears outside of ash pit — cannot clog or break; Cast Iron Smoke Collar; All Bolts concealed —do not come in contact with fire; Roomy Ash Pit and Large Ash Pan.

## SPECIFICATIONS

| Number | Porcelain Enamel Finish | Height | Width | Depth | Fire Pot | Code | Rated Heating Capacity in Cubic Feet | Shipping Weight |
|---|---|---|---|---|---|---|---|---|
| 70-W | Walnut | 40″ | 22½″ | 15″ | 16″x11″x8″ | Ullo | 4500-5000 | 260 |
| 710-W | Walnut | 43″ | 25″ | 16½″ | 18″x12″x8¾″ | Umbo | 6000-6500 | 305 |
| 712-W | Walnut | 45″ | 29″ | 19½″ | 20″x13″x9″ | Unau | 7000-7500 | 360 |
| 713-W | Walnut | 48″ | 31″ | 22½″ | 20″x16″x11″ | Unde | 9000-10,000 | 480 |

AND HEALTH IN ANY WEATHER

# NEW AIR-TIGHT COAL HEATER

SHOWN HERE IN WALNUT FINISH

Bitter winds outside mean little when there's a Moore's Air-Tight Heater inside. Sudden changes in temperature—and the draft control responds immediately. Volumes of HEALTHFUL, HUMIDIFIED, CIRCULATING heat are distributed ALL THROUGH THE HOUSE. Floors are safe for the children—every part of the room uniformly warm—adjoining rooms filled with comfortable heat—no more freezing bedrooms.

## 4 SIZES

FOR ANY HOUSE
FOR ANY WEATHER
FOR ANY PURSE

Here's a cure for cold customers—give them exactly what they want. You and Moore's know what this is—1. Comfort in any weather. 2. Low Cost Operation. 3. Dependable Service. 4. Long Life. 5. Lasting Good Looks.

Customers who can't find the answer to these stiff requirements are "Cold Customers". But they'll warm up to Moore's Air-Tight Heater. Here's an admittedly fine looking piece of furniture that fits into the smartest drawing room or the humblest cottage. Wherever an abundance of uniform, comfortable heat is wanted, one of the four sizes will give just the right amount of heat with from one-third to one-half less fuel.

*The Skill of an Honest Builder*

*The Dream of a Creative Genius*

# MOORE'S DE LUXE AIR-TIGHT COAL HEATER

## In the Beautiful New Two-Tone Walnut Porcelain Enamel

**You can burn practically any kind of fuel in a Moore's Air-Tight Heater and less of it—in fact, you'll cut your fuel bill just about in half**

### FEATURES

Extra Heavy CAST IRON Inner Construction—made from PUREST pig iron—special Moore's formula gives exceptional TOUGHNESS and FIRE-RESISTING qualities; Scientifically Proportioned Castings insure many years of Dependable, Low Cost Service; Porcelain Enameled Outer Casing for lasting beauty; Scientifically and Perfectly Balanced, Generous Air Passages give an abundance of warm, moist, healthful air circulating throughout the house—just like the air is circulated by a furnace—no drafts or cold corners to cause sickness; Pure Asbestos Wicking seals PERMANENTLY all joints—prevents castings from warping and cracking—ALWAYS MAINTAINING AN AIR-TIGHT JOINT—keeps smoke and gases from escaping into room; Anti-Carbon Fire Pot burns gases, smoke and soot—uses 1/3 to 1/2 less fuel—flued construction causes fire to cling to sides of fire pot and combustion chamber, making BOTH prime radiating surfaces, increasing efficiency of heater and giving a further saving in fuel—heavy corrugations on outside increase MATERIALLY the STRENGTH and LIFE of the fire pot—give ONE-FOURTH GREATER RADIATING SURFACE—still more heat and another saving in fuel; Egg-Shaped Combustion Dome causes heat to spread fanwise and cling to sides—more heat with less fuel; Ash Pit Door, Door Frame and Draft Slide ground to a true fit, just like the pistons in the most expensive automobile—insures positive control of heater—holds fire for long periods—more heat with less fuel; Heavy, Rigid, Cast Iron Base and Legs; Large Feed Door Opening provides cheery fireplace glow; Humidifier makes possible moist, healthful air; Duplex Grates burn any type of fuel; Grate Gears outside of ash pit—cannot clog or break; Cast Iron Smoke Collar; All Bolts concealed—do not come in contact with fire; Roomy Ash Pit and Large Ash Pan.

COMFORT IN ANY WEATHER
UNIFORM HEAT IN EVERY ROOM
DEPENDABLE SERVICE
LOW COST OPERATION
LONG LIFE
LASTING GOOD LOOKS

## Available in 4 Sizes

# COMFORTABLE... HEALTHFUL HEAT

Circulating heat is healthful heat, especially when humidified as in Moore's Air-Tight. A constant flow of comfortably warm air to every far corner means an EVENLY HEATED HOUSE, a HEALTHFULLY HEATED HOME. For those who like to toast toes or backs, Moore's Heaters also furnish radiant heat—quick results when coming indoors from bitter weather.

## SPECIFICATIONS

| Number | Porcelain Enamel Finish | Height | Width | Depth | Fire Pot | Code | Rated Heating Capacity in Cubic Feet | Shipping Weight |
|---|---|---|---|---|---|---|---|---|
| 80-DW | Two-Tone Walnut | 40″ | 22½″ | 15″ | 16″x11″x8″ | Ukas | 4500-5000 | 260 |
| 810-DW | Two-Tone Walnut | 43″ | 25″ | 16½″ | 18″x12″x8¾″ | Uhla | 6000-6500 | 305 |
| 812-DW | Two-Tone Walnut | 45″ | 29″ | 19½″ | 20″x13″x9″ | Ulan | 7000-7500 | 360 |
| 813-DW | Two-Tone Walnut | 48″ | 31″ | 22½″ | 20″x16″x11″ | Ufah | 9000-10,000 | 480 |

# MOORE'S AIR-TIGHT COAL HEATER

IN THE STUNNING NEW GREEN PORCELAIN ENAMEL

## AND IN 4 SIZES, TOO

Moore's Air-Tight Heaters provide: (a) the cheery glow of live coals visible through mesh lined doors; (b) additional radiant heat from the louvers on each side and an adjustable heat deflector directly beneath the feed door; (c) a volume of properly heated air arising from the top and pouring into every corner to make the house uniformly comfortable.

Holding fire is easy for a Moore's Heater. "My fire was never out during the winter" —"I fill my Moore's, close the door tight, and it holds fire for twenty-four hours" —"I am away from home all day, but never had to rekindle the fire during the entire winter past." These are the comments of a few of thousands of enthusiastic Moore's users.

The minute you see a Moore's Air-Tight Heater you sense at once that the gleaming beauty is something more than a mere outward finish. There is a distinct impression of rugged strength and inward quality that design and color alone cannot give.

## FEATURES

Extra Heavy CAST IRON Inner Construction—made from PUREST pig iron—special Moore's formula gives exceptional TOUGHNESS and FIRE-RESISTING qualities; Scientifically Proportioned Castings insure many years of Dependable, Low Cost Service; Porcelain Enameled Outer Casing for lasting beauty; Scientifically and Perfectly Balanced, Generous Air Passages give an abundance of warm, moist, healthful air circulating throughout the house—just like the air is circulated by a furnace—no drafts or cold corners to cause sickness; Pure Asbestos Wicking seals PERMANENTLY all joints—prevents castings from warping and cracking — ALWAYS MAINTAINING AN AIR-TIGHT JOINT—keeps smoke and gases from escaping into room; Anti-Carbon Fire Pot burns gases, smoke and soot—uses 1/3 to 1/2 less fuel—flued construction causes fire to cling to sides of fire pot and combustion chamber, making BOTH prime radiating surfaces, increasing efficiency of heater and giving a further saving in fuel—heavy corrugations on outside increase MATERIALLY the STRENGTH and LIFE of the fire pot—give ONE-FOURTH GREATER RADIATING SURFACE—still more heat and another saving in fuel; Egg-Shaped Combustion Dome causes heat to spread fanwise and cling to sides—more heat with less fuel; Ash Pit Door, Door Frame and Draft Slide ground to a true fit, just like the pistons in the most expensive automobile—insures positive control of heater — holds fire for long periods — more heat with less fuel; Heavy, Rigid, Cast Iron Base and Legs; Large Feed Door Opening provides cheery fireplace glow; Humidifier makes possible moist, healthful air; Duplex Grates burn any type of fuel; Grate Gears outside of ash pit—cannot clog or break; Cast Iron Smoke Collar; All Bolts concealed—do not come in contact with fire; Roomy Ash Pit and Large Ash Pan.

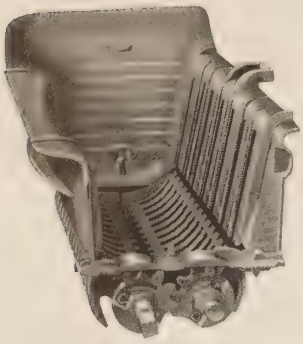
**Moore's 1935 Air-Tight Heaters have the same time-tried and proved inner construction as used in Moore's ORIGINAL Air-Tight Heater made 44 years ago.**

## SPECIFICATIONS

| Number | Porcelain Enamel Finish | Height | Width | Depth | Fire Pot | Code | Rated Heating Capacity in Cubic Feet | Shipping Weight |
|---|---|---|---|---|---|---|---|---|
| 70-G | Green | 40″ | 22½″ | 15″ | 16″x11″x8″ | Udot | 4500-5000 | 260 |
| 710-G | Green | 43″ | 25″ | 16½″ | 18″x12″x8¾″ | Ulna | 6000-6500 | 305 |
| 712-G | Green | 45″ | 29″ | 19½″ | 20″x13″x9″ | Ufew | 7000-7500 | 360 |
| 713-G | Green | 48″ | 31″ | 22½″ | 20″x16″x11″ | Ulem | 9000-10,000 | 480 |

# ALL THE

## YOU'VE ALWAYS



View of Anti-Carbon Fire Box, with front end lining removed, showing flued fire back, linings and duplex grates.

## EXCLUSIVE FEATURES, BEAUTY AND DURABILITY MAKE MOORE'S RANGES "THE EASY LINE TO SELL"

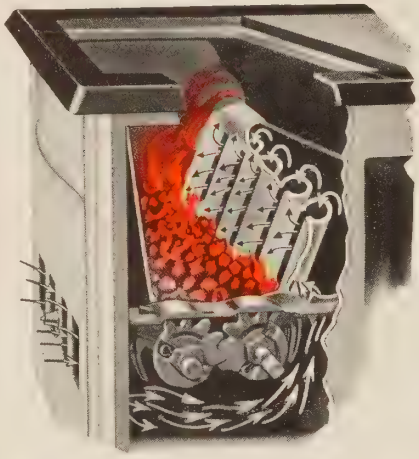
### MOORE'S ANTI-CARBON FIRE BOX

Government statistics show that about thirty-eight percent of the heat value of ordinary soft coal is in the form of volatile carbon or gas. In ordinary stoves, most of this is lost up the chimney in the form of soot and smoke because sufficient oxygen is not available to completely consume these elements.

Because of its flued construction, Moore's Anti-Carbon Fire Box burns the gas, smoke and soot. Air entering the ash pit is drawn up these flues and discharged against the coal and over the fire bed at the top, igniting the gases and burning the smoke and soot. That is why one hod of coal in a Moore's will do the work of two hods in an ordinary range.

These flues also provide for a greater circulation of air and add to the life of the linings.

Moore's Ranges are provided with heavy Duplex Grates, designed to burn soft or hard coal, coke, wood, cobs, or any type of fuel.



This cut-away view shows the action of the Anti-Carbon Fire Box. Note how the hottest part of the fire is inside so that more heat is distributed under the cooking top and around the oven.

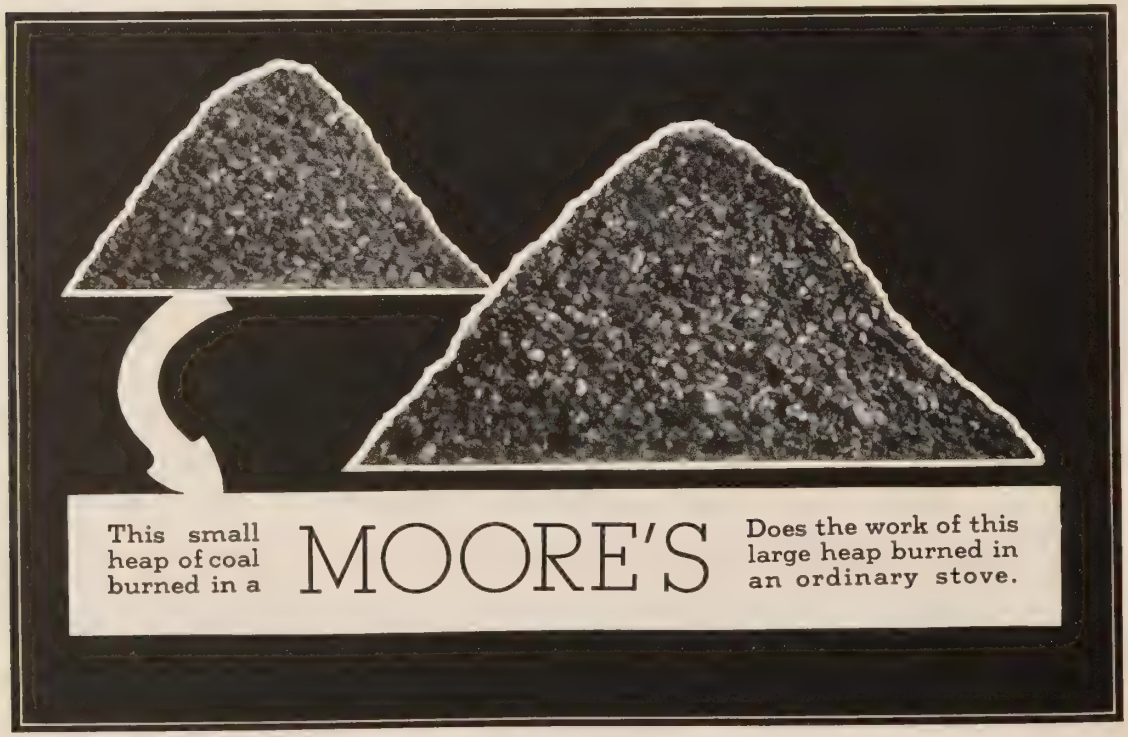
### SCIENTIFIC CONSTRUCTION

Moore's Ranges are the result of seventy-eight years experience in the building of stoves. Moore's maintain a complete laboratory in which all ranges must constantly undergo extensive tests, and Moore's Ranges are designed and constructed by the foremost engineers in the industry. In every point these ranges are scientifically designed and balanced, and the purchaser is assured of maximum economy and performance.

### DURABILITY

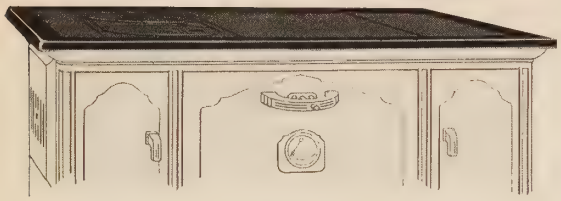
The success of your business depends to a large extent upon the good will which comes from satisfied customers. Moore's Ranges possess a remarkable record for durability and trouble-free service. This is due to the high quality of materials and the careful workmanship which go into the making of every Moore's.

The shining, clean-cut beauty of the Moore's effectively reveals those features which make for complete satisfaction. Moore's Ranges are as sturdy as they are pleasing to the eye, and as constant in service as they are economical in the use of fuel.



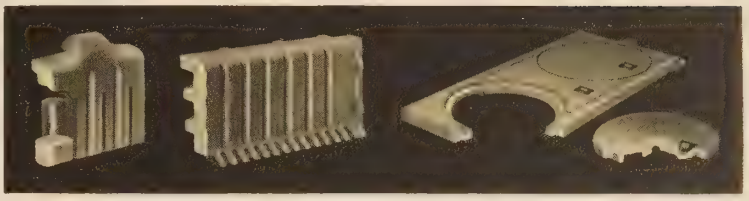
# CONVENIENCES

## WANTED IN YOUR COAL RANGE



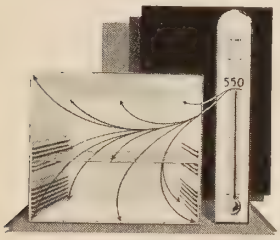
**COOKING TOP**

Spacious cooking top with black fused porcelain enameled rim and blued, polished, rust-resisting key plates and lids.



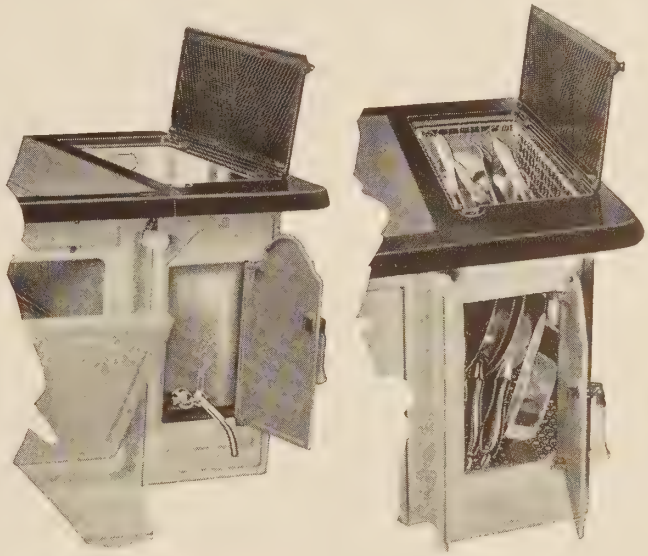
**FRONT AND REAR FIRE WALLS—GRATES—KEY PLATES**

They're **EXTRA HEAVY** to give years of added life and grief-free service. Only the **PUREST** pig iron is used. Selected ores, mixed according to a special Moore's formula, give exceptional **TOUGHNESS** and **FIRE-RESISTING** qualities to **EVERY** casting. Note the heavy ribbed construction of the front fire wall—prevents warping.




**QUICK EVEN HEAT OVEN**

The oven is the heart of the range, and much of the success of Moore's Ranges is due to the outstanding performance of the oven. There are no hot spots—no cold spots—just an even heat that cooks things the way they should be cooked. Two large heavily tinned expanded metal oven racks—keep small baking dishes and custard cups from tipping. Heavy porcelain enameled oven linings—so easy to keep clean—and the oven is large enough for the largest Savory Roaster. Deep flues assure free and even distribution of heat around the oven.



**RESERVOIR—STORAGE COMPARTMENT**

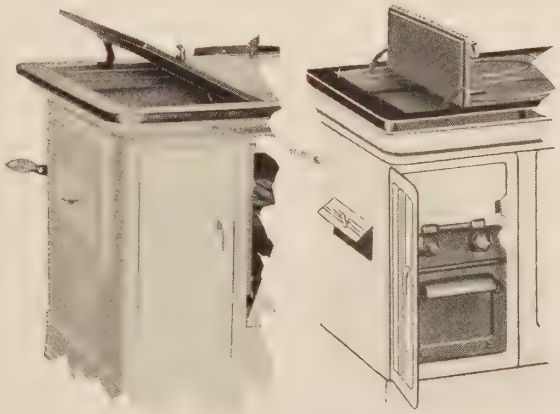
Full length reservoir cover is hinged along outside edge, giving free access. Large capacity, copper, tin-plated reservoir with swinging faucet at the bottom—just flip the faucet down and a stream of water is ready for any use—flip it back up and it automatically shuts off.
When reservoir is not desired, a heavily tinned wire mesh basket is substituted for holding knives, forks, spoons, etc., and the space beneath the basket becomes a storage compartment for skillets, pans, kettle covers and other utensils.

**OVEN THERMOMETER**

Moore's oven thermometer tells exactly how hot the oven is—scale graduated in large, easy-to-read figures which correspond with Moore's Time and Temperature Chart and modern recipes.

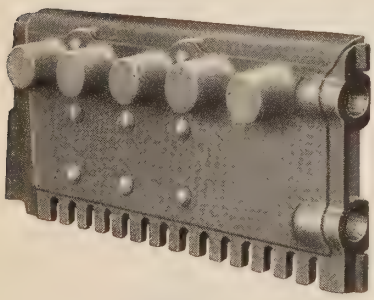
**ANTI-SCORCH LID**

This is a "slow-cooking" lid with a circulation of air between its two parts which prevents burning and scorching of foods—it's equally as efficient as a double boiler. It is especially valuable when canning—no close watching required. Furnished only when four lids are specified.



**LIFTING KEY PLATE**

Hinged key plate for ease in replenishing fuel—toasting or broiling. Raised or lowered by a touch of a convenient handle.

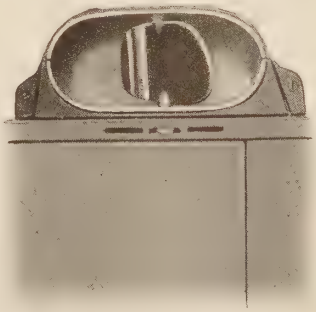


**WATER HEATER**

All Moore's Ranges can be equipped with water heaters that provide an abundance of hot water.

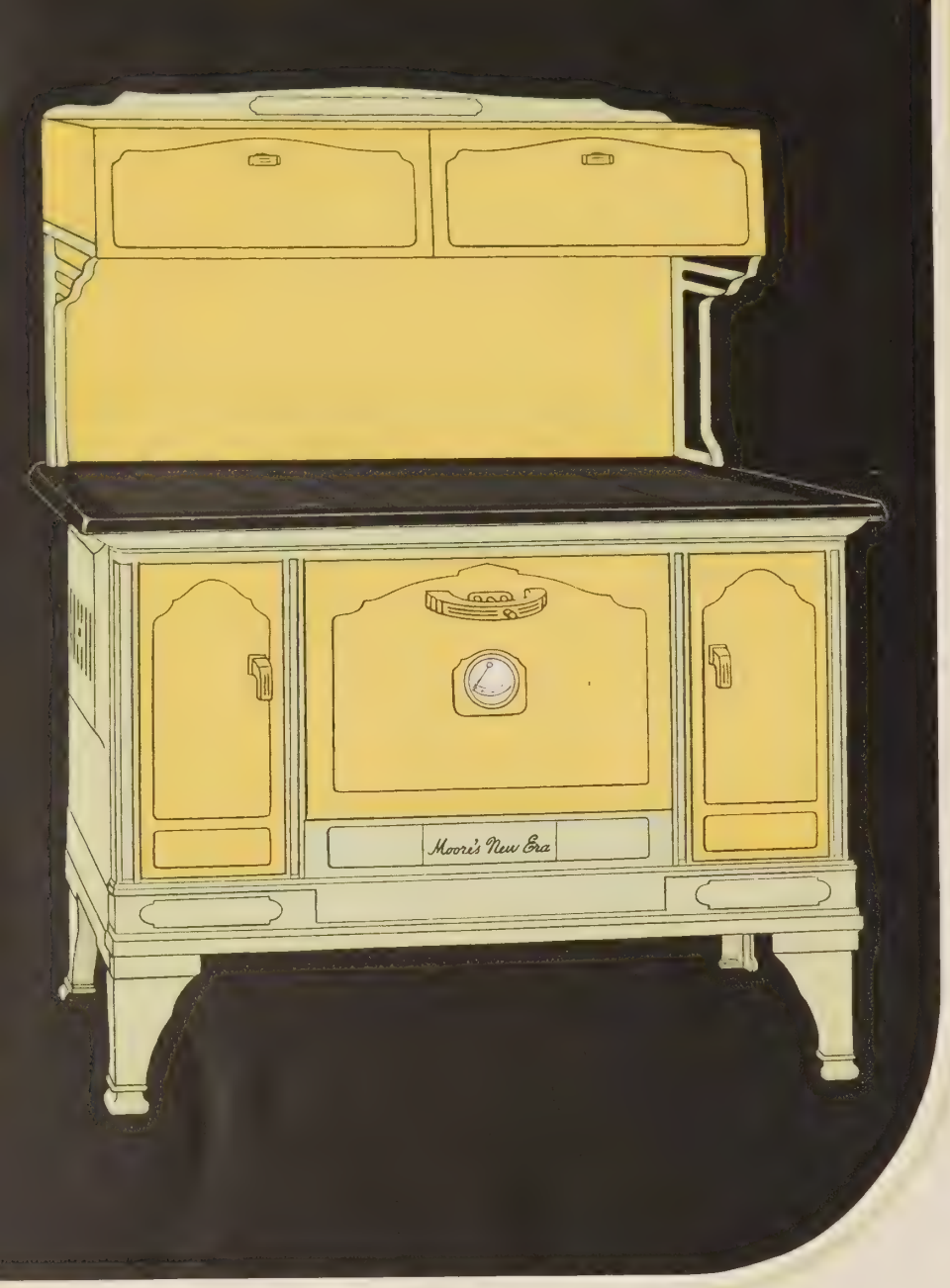
**POUCH FEED**

Note the ease with which the fire may be laid or refueled. This improved pouch feed not only adds beauty to the range but makes it possible to place the front key plate and lids over the hottest part of the fire. Operated by a touch of a convenient handle.



**CONTROLLER DAMPER**

The combination of Moore's Controller Damper, Oven Thermometer and the Even Heat Oven makes it possible to absolutely control the heat of the oven.




# MOORE'S

## COAL AND

### WITH LATEST

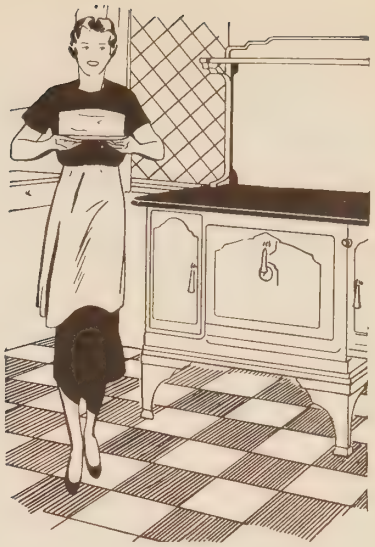
## FEATURES

All Cast Iron Construction for Rigidity, Durability and Long Life; Porcelain Enamel for lasting Beauty and ease in keeping spotlessly clean; Spacious Cooking Top with glistening Porcelain Enameled Rim and blued, polished, rust-resisting Key Plates and Lids—Two or Four Lids as desired; Latest Pouch Feed for ease in replenishing fire—raised or lowered by a touch of a convenient handle—adds beauty to range—allows front Key Plate and Lids to be over the hottest part of the fire; Anti-Carbon Flued Fire Box—uses 1/3 to 1/2 less fuel—holds 22 pounds of coal—provides greater circulation of air—adds materially to the life of the castings; Heavy front and rear Fire Walls—made of PUREST pig iron, specially blended to give exceptional TOUGHNESS and FIRE-RESISTING qualities to ALL castings—ribbed and flued construction prevents warping; Heavy Duplex Grates burn any type fuel; Controller Damper makes possible absolute control of heat in oven; Large Quick Even Heat Oven cooks things the way they should be cooked; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Heavy Porcelain Enameled Oven Linings—so easy to keep clean; Deep Flues assure free and even distribution of heat around the oven; Oven Thermometer tells exactly how hot oven is—scale graduated in large, easy-to-read figures; A Water Heater which provides an abundance of hot water is available, if desired; Large Capacity, Copper, Tin-Plated Reservoir with Swinging Faucet—full length Reservoir Cover is hinged along outside edge—if Reservoir is not desired, a heavily tinned wire mesh basket may be substituted for holding knives, forks, etc., and the space beneath the basket becomes a convenient storage compartment for kettle covers, skillets and other utensils; Roomy, High, Porcelain Enamel Lined Closet, High Shelf, or Backguard with Salt and Pepper Shakers; Bakelite Handles.

Size of Cooking Top 42″x25″; Height of Cooking Top 32¼″; Overall Height with Closet 61¼″, with Shelf 52¾″, with Backguard 35¼″; Overall Length 42″; Overall Width 30¼″; Inside Width of Closet 12″; Width of Shelf 11″; Oven 18″x19″x12″; Fire Box Depth 6¼″, Width 7½″, Length 18½″; Coal Capacity 22 pounds; Grate Length 15½″; Thickness of Back Fire Wall ⅞″; Thickness of Front Fire Wall ½″; Thickness of Key Plate ½″; Ash Pan 5″x6″x18″; Capacity of Reservoir 7½ gallons.

Distinctive in appearance, cleverly and modernistically designed — finished in harmonious shades of lustrous porcelain enamel — Moore's Ranges lend beauty and character to the conservative or the ultra-modern kitchen. Somewhere in the Moore's Line — which is illustrated and described in this catalog — is a modern range that's made just for you—and at a price you can and will be glad to pay.

# NEW ERA
## WOOD RANGE
### POUCH FEED



**Commodious High Closet—Spacious High Shelf—Extra High Backguard with Salt and Pepper Shakers—among these popular styles you will find just the one to suit your kitchen and your taste.**

**Sparkling porcelain enamel in these pleasing color combinations—**

**Ivory and Green**
**Ivory and Buff**

## SPECIFICATIONS

| Number | Color | Style | Code with Closet | Code with Shelf | Code with Backguard | Shipping Wt. with Closet |
|---|---|---|---|---|---|---|
| 228-IV | Ivory and Green | With Utensil Compartment | Race | Rase | Repa | 550 |
| 228-IV | Ivory and Green | Reservoir with Faucet | Raba | Rath | Relm | 560 |
| 228-IB | Ivory and Buff | With Utensil Compartment | Rage | Rate | Reba | 550 |
| 228-IB | Ivory and Buff | Reservoir with Faucet | Rail | Raya | Reac | 560 |
| 248-IV | Ivory and Green | With Utensil Compartment | Rair | Rade | Reck | 550 |
| 248-IV | Ivory and Green | Reservoir with Faucet | Rant | Raze | Rect | 560 |
| 248-IB | Ivory and Buff | With Utensil Compartment | Rapt | Rede | Redd | 550 |
| 248-IB | Ivory and Buff | Reservoir with Faucet | Rare | Real | Roun | 560 |

228 Denotes Two Lids
248 Denotes Four Lids

ACCESSORIES
Water Heater — EXTRA
Chrome Lamp Shade with pull chain socket, plug and ten feet of cord—EXTRA (bulb not furnished)

# MOORE'S

## COAL AND

## WITH LIFT

### SPECIFICATIONS

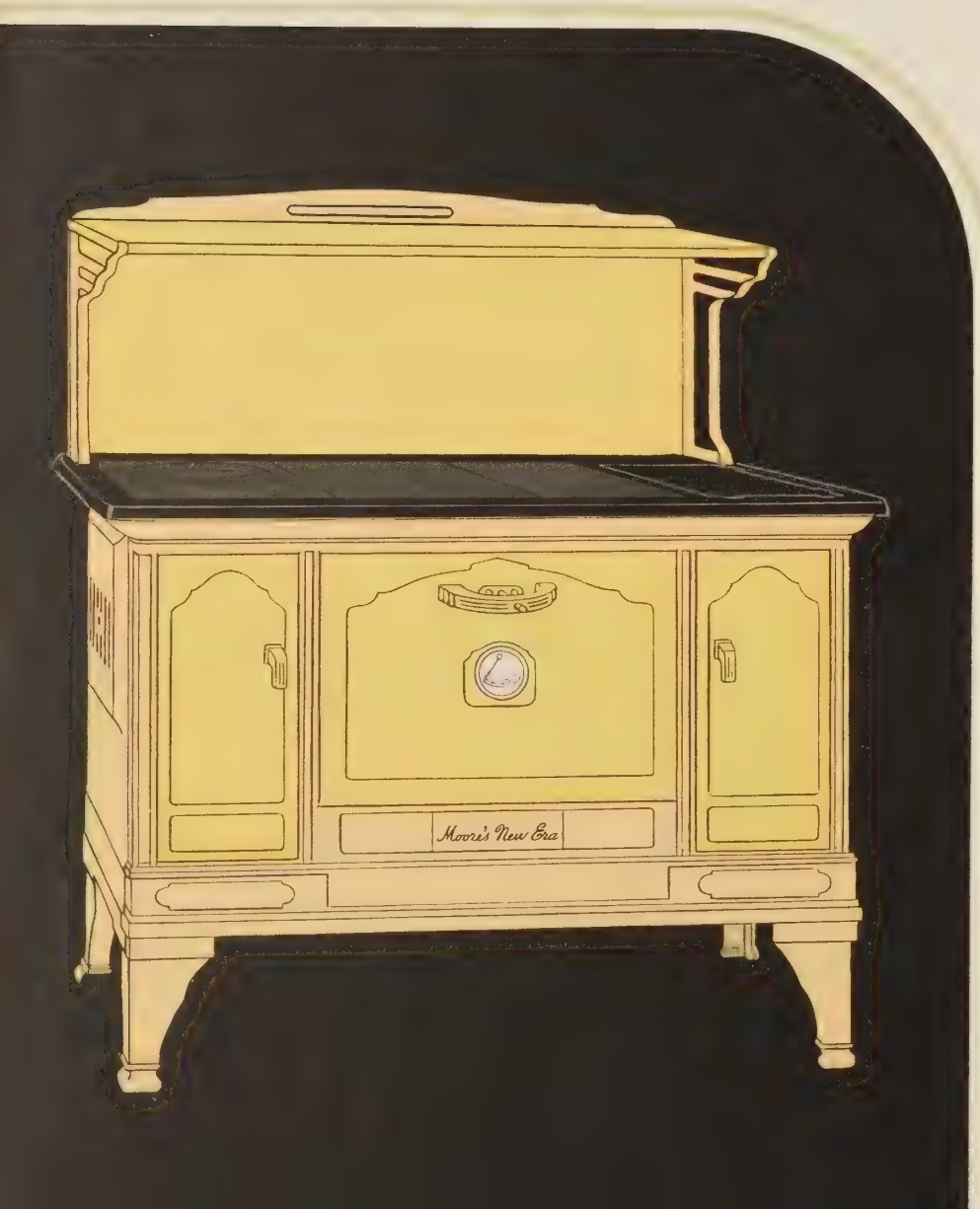
| Number | Color | Style | Code with Closet | Code with Shelf | Code with Backguard | Shipping Wt. With Closet |
|---|---|---|---|---|---|---|
| 128-IV | Ivory and Green | With Utensil Compartment | Reta | Rina | Roco | 550 |
| 128-IV | Ivory and Green | Reservoir with Faucet | Rheo | Rome | Ruce | 560 |
| 128-IB | Ivory and Buff | With Utensil Compartment | Rdoe | Rmet | Rjet | 550 |
| 128-IB | Ivory and Buff | Reservoir with Faucet | Rteu | Rseu | Rfeu | 560 |
| 148-IV | Ivory and Green | With Utensil Compartment | Rain | Rget | Rhne | 550 |
| 148-IV | Ivory and Green | Reservoir with Faucet | Rbut | Rute | Rodo | 560 |
| 148-IB | Ivory and Buff | With Utensil Compartment | Rbei | Riem | Rkie | 550 |
| 148-IB | Ivory and Buff | Reservoir with Faucet | Roan | Rpot | Read | 560 |

128 Denotes Two Lids
148 Denotes Four Lids

ACCESSORIES

Water Heater — EXTRA

Chrome Lamp Shade with pull chain socket, plug and ten feet of cord—EXTRA (bulb not furnished)




Brighter and more pleasant kitchens—harmonious color schemes — handy, modern appliances that go so far to make Mrs. America's kitchen a delightful room! And since the range is used the most, start with a new, modern, fully equipped Moore's Range that makes cooking and baking so easy and dependable. Moore's Ranges adapt themselves to any kitchen color scheme or space requirement. They have all the conveniences you've always wanted, and the full porcelain enamel cleans with one dash of a soft cloth. Years of satisfactory service are built into every Moore's Range.

## Two beautiful color combinations in lustrous porcelain enamel—

Ivory and Green
Ivory and Buff

# NEW ERA
## WOOD RANGE
## NG KEY PLATE

**Moore's Ranges make friends wherever women want dependable baking. "Never a cooking failure"—"perfect results every time"—are some of the nice things women are saying about these remarkable, adaptable ranges. For in addition to perfect baking, Moore's Ranges have all the features every woman wants and needs in her range.**

### FEATURES

All Cast Iron Construction for Rigidity, Durability and Long Life; Porcelain Enamel for lasting Beauty and ease in keeping spotlessly clean; Spacious Cooking Top with glistening Porcelain Enameled Rim and blued, polished, rust-resisting Key Plates and Lids—Two or Four Lids as desired; Lifting Key Plate for ease in replenishing fire—toasting or broiling—raised or lowered by a touch of a convenient handle; Anti-Carbon Flued Fire Box—uses 1/3 to 1/2 less fuel—holds 22 pounds of coal—provides greater circulation of air—adds materially to the life of the castings; Heavy front and rear Fire Walls—made of PUREST pig iron, specially blended to give exceptional TOUGHNESS and FIRE-RESISTING qualities to ALL castings—ribbed and flued construction prevents warping; Heavy Duplex Grates burn any type of fuel; Controller Damper makes possible absolute control of heat in oven; Large Quick Even Heat Oven cooks things the way they should be cooked; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Heavy Porcelain Enameled Oven Linings—so easy to keep clean; Deep Flues assure free and even distribution of heat around the oven; Oven Thermometer tells exactly how hot oven is—scale graduated in large, easy-to-read figures; A Water Heater which provides an abundance of hot water is available, if desired; Large Capacity, Copper, Tin-Plated Reservoir with Swinging Faucet—full length Reservoir Cover is hinged along outside edge—if Reservoir is not desired, a heavily tinned wire mesh basket may be substituted for holding knives, forks, etc., and the space beneath the basket becomes a convenient storage compartment for kettle covers, skillets and other utensils; Roomy, High, Porcelain Enamel Lined Closet, High Shelf, or Backguard with Salt and Pepper Shakers; Bakelite Handles.

Size of Cooking Top 42″x25″; Height of Cooking Top 32¼″; Overall Height with Closet 61¼″, with Shelf 52¾″, with Backguard 35¼″; Overall Length 42″; Overall Width 30¼″; Inside Width of Closet 12″; Width of Shelf 11″; Size of Oven 18″x19″x12″; Fire Box Depth 6¼″, Width 7½″, Length 18½″; Coal Capacity 22 pounds; Grate Length 15½″; Thickness of Back Fire Wall ⅞″; Thickness of Front Fire Wall ½″; Thickness of Key Plate ½″; Ash Pan 5″x6″x18″; Capacity of Reservoir 7½ gallons.

# MOORE'S
## COAL AND
## WITH LATEST

### SPECIFICATIONS

| Number | Color | Style | Code with Closet | Code with Shelf | Code with Backguard | Shipping Wt. with Closet |
|---|---|---|---|---|---|---|
| 428-IV | Ivory and Green | With Utensil Compartment | Reef | Rest | Ream | 765 |
| 428-IV | Ivory and Green | Reservoir with Faucet | Reft | Rten | Reco | 782 |
| 428-IB | Ivory and Buff | With Utensil Compartment | Rega | Reue | Rhus | 765 |
| 428-IB | Ivory and Buff | Reservoir with Faucet | Rein | Revo | Rife | 782 |
| 448-IV | Ivory and Green | With Utensil Compartment | Refi | Rhea | Reig | 765 |
| 448-IV | Ivory and Green | Reservoir with Faucet | Reju | Rice | Riot | 782 |
| 448-IB | Ivory and Buff | With Utensil Compartment | Reke | Ried | Ripl | 765 |
| 448-IB | Ivory and Buff | Reservoir with Faucet | Rend | Rich | Rize | 782 |

428 Denotes Two Lids
448 Denotes Four Lids

ACCESSORIES

Water Heater — EXTRA

Chrome Lamp Shade with pull chain socket, plug and ten feet of cord — EXTRA (bulb not furnished)

The broad, polished expanse of cooking top gives an abundance of surface for every need. The key plates over the fire box and oven section give an even, intense heat which every good cook knows is essential for successful cooking, and the moderate warmth of the additional cooking top at the right side is extremely convenient for keeping vessels warm and out of the way.

Choose the Moore's Range to fit your own particular needs and be confident that, whatever your selection, you will enjoy many years of economical, faultless service which you expect from a range made by Moore's.

Rich lustrous porcelain enamel in two beautiful color combinations—

Ivory and Green
Ivory and Buff

# WOODRUFF

## WOOD RANGE

## POUCH FEED

### FEATURES

All Cast Iron Construction for Rigidity, Durability and Long Life; Porcelain Enamel for lasting Beauty and ease in keeping spotlessly clean; Spacious Cooking Top with glistening Porcelain Enameled Rim and blued, polished, rust-resisting Key Plates and Lids—Two or Four Lids as desired; Latest Pouch Feed for ease in replenishing fire—raised or lowered by a touch of a convenient handle—adds beauty to range—allows front Key Plate and Lids to be over the hottest part of the fire; Anti-Carbon Flued Fire Box—uses 1/3 to 1/2 less fuel—holds 35 pounds of coal—provides greater circulation of air—adds materially to the life of the castings; Heavy front and rear Fire Walls—made of PUREST pig iron, specially blended to give exceptional TOUGHNESS and FIRE-RESISTING qualities to ALL castings—ribbed and flued construction prevents warping; Heavy Duplex Grates burn any type of fuel; Controller Damper makes possible absolute control of heat in oven; Large Quick Even Heat Oven cooks things the way they should be cooked; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Heavy Porcelain Enameled Oven Linings—so easy to keep clean; Deep Flues assure free and even distribution of heat around the oven; Oven Thermometer tells exactly how hot oven is—scale graduated in large, easy-to-read figures; A Water Heater which provides an abundance of hot water is available, if desired; Large Capacity, Copper, Tin-Plated Reservoir with Swinging Faucet—full length Reservoir Cover is hinged along outside edge—if Reservoir is not desired, a heavily tinned wire mesh basket may be substituted for holding knives, forks, etc., and the space beneath the basket becomes a convenient storage compartment for kettle covers, skillets and other utensils; Roomy, High, Porcelain Enamel Lined Closet, High Shelf, or Backguard with Salt and Pepper Shakers; Bakelite Handles.

Size of Cooking Top 47″x27½″; Height of Cooking Top 33½″; Overall Height with Closet 62½″, with Shelf 54″, with Backguard 36½″; Overall Length 47″; Overall Width 33″; Inside Width of Closet 12″; Width of Shelf 11″; Oven 21″x21″x13″; Fire Box Depth 9″, Width 9″, Length 20½″; Coal Capacity 35 pounds; Grate Length 18½″; Thickness of Back Fire Wall 1¼″; Thickness of Front Fire Wall ¾″; Thickness of Key Plate ½″; Ash Pan 5½″x7⅛″x20″; Capacity of Reservoir 8¾ gallons.

**Moore's Ranges are built with this thought in mind—to make cooking as simple and pleasant as any mechanical ingenuity will permit—and the cost is surprisingly low.**

# MOORE'S MODERN

## COAL AND WOOD RANGE

### WITH HEARTH AND POUCH FEED

**A finish in beautiful porcelain enamel to harmonize with your favorite color scheme—**

**Ivory and Green**
**Ivory and Buff**

### FEATURES

All Cast Iron Construction for Rigidity, Durability and Long Life; Porcelain Enamel for lasting Beauty and ease in keeping spotlessly clean; Spacious Cooking Top with glistening Porcelain Enameled Rim and blued, polished, rust-resisting Key Plates and Lids—Two or Four Lids as desired; Roomy Hearth; Latest Pouch Feed for ease in replenishing fire—raised or lowered by a touch of a convenient handle—adds beauty to range—allows front Key Plate and Lids to be over the hottest part of the fire; Anti-Carbon Flued Fire Box—uses 1/3 to 1/2 less fuel—holds 35 pounds of coal—provides greater circulation of air—adds materially to the life of the castings; Heavy front and rear Fire Walls—made of PUREST pig iron, specially blended to give exceptional TOUGHNESS and FIRE-RESISTING qualities to ALL castings—ribbed and flued construction prevents warping; Heavy Duplex Grates burn any type of fuel; Controller Damper makes possible absolute control of heat in oven; Large Quick Even Heat Oven cooks things the way they should be cooked; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Heavy Porcelain Enameled Oven Linings—so easy to keep clean; Deep Flues assure free and even distribution of heat around the oven; Oven Thermometer tells exactly how hot oven is—scale graduated in large, easy-to-read figures; A Water Heater which provides an abundance of hot water is available, if desired; Large Capacity, Copper, Tin-Plated Reservoir with Swinging Faucet—full length Reservoir Cover is hinged along outside edge—if Reservoir is not desired, a heavily tinned wire mesh basket may be substituted for holding knives, forks, etc., and the space beneath the basket becomes a convenient storage compartment for kettle covers, skillets and other utensils; Roomy, High, Porcelain Enamel Lined Closet, High Shelf, or Backguard with Salt and Pepper Shakers; Bakelite Handles.

Size of Cooking Top 47″x27½″; Height of Cooking Top 33½″; Overall Height with Closet 62½″, with Shelf 54″, with Backguard 36½″; Overall Length 57″; Overall Width 33″; Inside Width of Closet 12″; Width of Shelf 11″; Oven 21″x21″x13″; Fire Box Depth 9″, Width 9″, Length 20½″; Coal Capacity 35 pounds; Grate Length 18½″; Thickness of Back Fire Wall 1¼″; Thickness of Front Fire Wall ¾″; Thickness of Key Plate ½″; Ash Pan 4½″x16¾″x20½″; Capacity of Reservoir 8¾ gallons.

The best of materials, careful workmanship, perfect fit and finish of every part, plus exacting inspection — these are a part of every Moore's Range. Though they are unseen, they are none the less important factors, and it is largely due to this unswerving policy of building only the best that Moore's Ranges have won the lasting approval of the American housewife.

## You'll be mighty proud of the splendid roasts, biscuits, pies and cakes that come out of that big, roomy oven—and the quick, tasty dishes that can be prepared on that spacious cooking top. Everything is so good, so appetizing when cooked on Moore's Ranges.

### SPECIFICATIONS

| Number | Color | Style | Code with Closet | Code with Shelf | Code with Backguard | Shipping Wt. with Closet |
|---|---|---|---|---|---|---|
| 328-IV | Ivory and Green | With Utensil Compartment | Risk | Root | Rtnu | 789 |
| 328-IV | Ivory and Green | Reservoir with Faucet | Rive | Rosa | Reub | 806 |
| 328-IB | Ivory and Buff | With Utensil Compartment | Road | Rote | Reag | 789 |
| 328-IB | Ivory and Buff | Reservoir with Faucet | Rboe | Roue | Reot | 806 |
| 348-IV | Ivory and Green | With Utensil Compartment | Rocr | Rowa | Rhat | 789 |
| 348-IV | Ivory and Green | Reservoir with Faucet | Roed | Rude | Ruel | 806 |
| 348-IB | Ivory and Buff | With Utensil Compartment | Roil | Ruin | Rneu | 789 |
| 348-IB | Ivory and Buff | Reservoir with Faucet | Rofo | Rune | Ryst | 806 |

328 Denotes Two Lids
348 Denotes Four Lids

ACCESSORIES
Water Heater — EXTRA
Chrome Lamp Shade with pull chain socket, plug and ten feet of cord — EXTRA (bulb not furnished)

# MOORE'S

## COAL AND

## WITH LIFT

## REAL COOKING JOY

Decorators and cooking experts are combining their efforts to make working in the kitchen a real pleasure. Soft pastel backgrounds with touches of pleasing color in the kitchen equipment are proving a welcome change to brighten up this important room. You'll find Moore's Coal Ranges in colors to fit any kitchen color scheme. Delightful combinations of your own selection can make your kitchen express you to your friends.

**Harmonious color combinations in porcelain enamel—**

**Ivory and Green**
**Ivory and Buff**

### SPECIFICATIONS

| Number | Color | Style | Code with Closet | Code with Shelf | Code with Backguard | Shipping Wt. with Closet |
|---|---|---|---|---|---|---|
| 28-IV | Ivory and Green | Square | Abot | Ande | Amot | 435 |
| 28-IV | Ivory and Green | Reservoir with Faucet | Adar | Anos | Alot | 470 |
| 28-IB | Ivory and Buff | Square | Aman | Afet | Agar | 435 |
| 28-IB | Ivory and Buff | Reservoir with Faucet | Alet | Agat | Agas | 470 |
| 28-PF | Plain Finish | Square | *Arat | *Aset | *Atop | 425 |
| 28-PF | Plain Finish | Reservoir with Faucet | *Arow | *Asaw | *Atin | 460 |
| 48-IV | Ivory and Green | Square | Atot | Auro | Acro | 435 |
| 48-IV | Ivory and Green | Reservoir with Faucet | Aden | Abet | Alin | 470 |
| 48-IB | Ivory and Buff | Square | Alep | Apat | Aros | 435 |
| 48-IB | Ivory and Buff | Reservoir with Faucet | Aped | Ared | Anid | 470 |
| 48-PF | Plain Finish | Square | *Awho | *Ahit | *Ahat | 425 |
| 48-PF | Plain Finish | Reservoir with Faucet | *Awet | *Ahen | *Ahow | 460 |

28 Denotes Two Lids
48 Denotes Four Lids

*Ivory and Buff Enameled Finish furnished unless Ivory and Green is Specified

ACCESSORIES

Water Heater — EXTRA

Chrome Lamp Shade with pull chain socket, plug and ten feet of cord — EXTRA (bulb not furnished)

If Reservoir is not desired, a heavy wire mesh basket for holding knives, etc., will be substituted, and the space beneath the basket becomes a storage compartment for utensils.

# COOKEZY
## WOOD RANGE
## IG KEY PLATE
## AND PERFECT RESULTS

### FEATURES

All Cast Iron Construction for Rigidity, Durability and Long Life; Porcelain Enamel for lasting Beauty and ease in keeping spotlessly clean; Spacious Cooking Top with glistening Porcelain Enameled Rim and blued, polished, rust-resisting Key Plates and Lids—Two or Four Lids as desired; Lifting Key Plate for ease in replenishing fire—toasting or broiling—raised or lowered by a touch of a convenient handle; Anti-Carbon Flued Fire Box—uses 1/3 to 1/2 less fuel—holds 18 pounds of coal—provides greater circulation of air—adds materially to the life of the castings; Heavy front and rear Fire Walls—made of PUREST pig iron, specially blended to give exceptional TOUGHNESS and FIRE-RESISTING qualities to ALL castings—ribbed and flued construction prevents warping; Heavy Duplex Grates burn any type of fuel; Controller Damper makes possible absolute control of heat in oven; Large Quick Even Heat Oven cooks things the way they should be cooked; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Heavy Porcelain Enameled Oven Linings—so easy to keep clean; Deep Flues assure free and even distribution of heat around the oven; Oven Thermometer tells exactly how hot oven is—scale graduated in large, easy-to-read figures; A Water Heater which provides an abundance of hot water is available, if desired; Large Capacity, Copper, Tin-Plated Reservoir with Swinging Faucet—full length Reservoir Cover is hinged along outside edge—if Reservoir is not desired, a heavily tinned wire mesh basket may be substituted for holding knives, forks, etc., and the space beneath the basket becomes a convenient storage compartment for kettle covers, skillets and other utensils; Roomy, High, Porcelain Enamel Lined Closet, High Shelf, or Backguard with Salt and Pepper Shakers; Bakelite Handles.

Size of Cooking Top (Square) 25¼″x35″; Size of Cooking Top (with Reservoir) 25¼″x41½″; Height of Cooking Top 31¼″; Overall Height with Closet 60¼″, with Shelf 51¾″, with Backguard 34¼″; Overall Length (Square) 35″, Overall Length (with Reservoir) 41½″; Overall Width 30¼″; Inside Width of Closet 10″; Width of Shelf 11″; Oven 17″x17½″x11½″; Fire Box Depth 5″, Width 7″, Length 16½″; Coal Capacity 18 pounds; Grate Length 12¼″; Thickness of Back Fire Wall ⅞″; Thickness of Front Fire Wall ½″; Thickness of Key Plate ½″; Ash Pan 4″x6″x16¼″; Capacity of Reservoir 5½ gallons.

#### UP AND DOWN

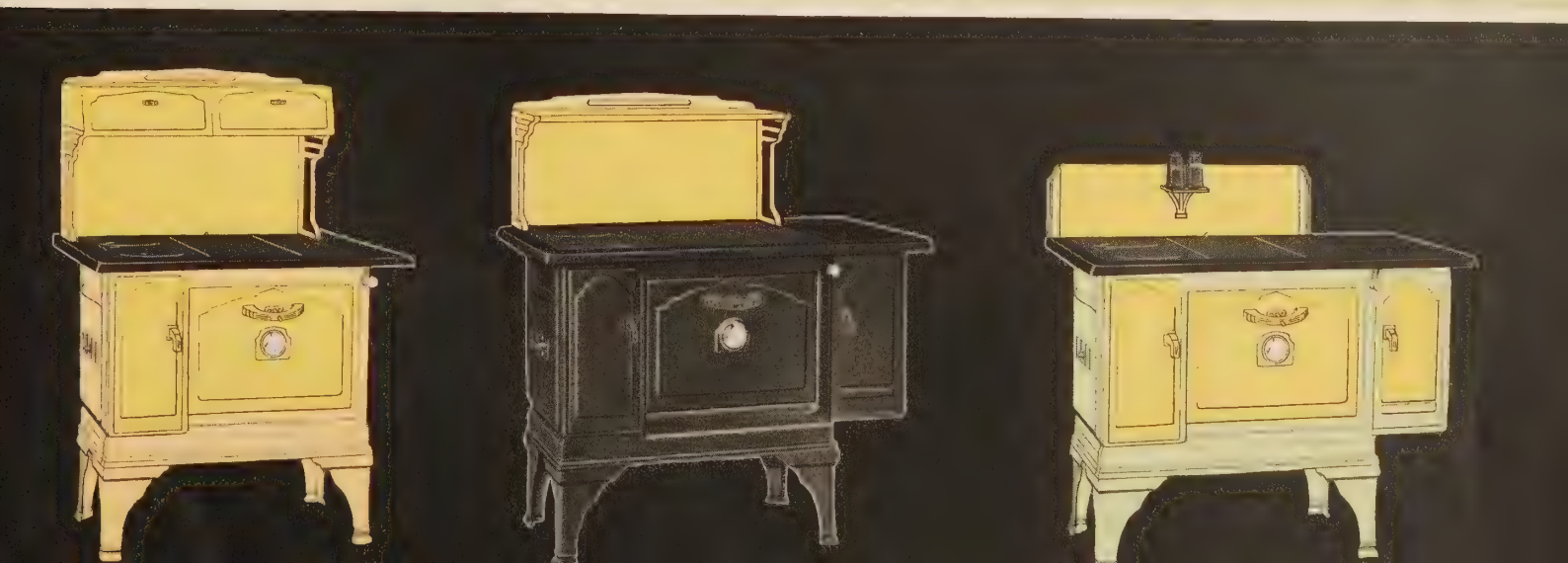
See how easy it is to replenish fuel with this simple hinged plate. The lever to raise is handy but out of the way. No more blistered hands with hot lifting irons.

#### NOT EVEN A HANDLE TO TURN

Just flip the swinging faucet down and a stream of hot water is ready for any use. When you have enough just flip it back up and it automatically shuts off. Simple, isn't it?

#### JUST WHERE YOU WANT THEM

With the reservoir tank removed you have a tinned wire mesh basket for knives, forks, spoons, etc., a storage compartment for skillets, pans, kettle covers and other utensils without taking an extra step. Out of sight when you're through cooking.

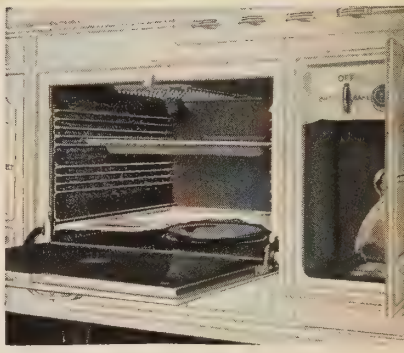


NEVER A
COOKING FAILURE

# MOORE'S
## COMBINATION COAL
*Series*

### Choice of Styles

These ranges can be had in any of the three styles shown, and are furnished in either of two color combinations — Green and Ivory or Buff and Ivory.



# ADLON

## AND GAS RANGE

## '24

Moore's Modern Ranges are the result of many years experience in successful stove making—seventy-eight years to be exact—plus the suggestions, opinions and expressions of many of the leading women of today for a range which, besides being a perfect baker, will also give them convenience and comfort.

## FEATURES

### GAS SECTION

Cast Iron Construction for Rigidity; Porcelain Enamel for Beauty; Automatic Top Burner Lighting—just turn on the gas and the flame and required heat are there instantly—almost like magic; Four New Type Round Aluminum Die Cast Single Duty Burners that give any degree of heat from a low flame to a full flame—clean heat too; Porcelain Enameled Grates; Removable Porcelain Enameled High Burner Pan gives an air of distinction to the burner top—keeps burners clean; Enameled Drip Tray; Large Quick Even Heat Oven cooks things the way they should be cooked—same oven operates just as efficiently on coal too! Heavy Removable Porcelain Enameled Oven Linings—easy to keep clean; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Oven Thermometer that tells exactly how hot oven is; Roomy Cooking Top; Bakelite Hardware; Oven 18″ wide, 19″ deep, 12″ high; Height of Cooking Top 32″; Burner Top 19″ wide, 19″ deep.

### COAL SECTION

Cast Iron Construction for Rigidity; Porcelain Enamel for Beauty; Sheet Flue; Anti-Carbon Flued Fire Box burns smoke, soot and gases—uses ⅓ to ½ less fuel; Controller Damper makes possible exact control of heat; Lifting Key Plate makes disposal of refuse, and laying or refueling of the fire easy tasks; Blued Polished, Rust Resisting Top with Black Porcelain Enameled Outer Rim; Two Lids and One Solid Key Plate; Size of Cooking Top 19½″ wide, 20¾″ deep; Quick Even Heat Oven operates with either coal or gas; Height of Cooking Top 32″.

Depth of Range Top 25″; Overall Length 42″;
Overall Height with Closet 62½″, with Shelf 52½″, with Backguard 41½″.

## SPECIFICATIONS

| Number | Color | Gas | Code with Closet | Code with Shelf | Code with Backguard | Ship Wt. with Closet |
|---|---|---|---|---|---|---|
| IBU-224 | Buff and Ivory | Mfd. | Maca | Mede | Mien | 646 |
| IBU-224-N | Buff and Ivory | Nat. | Magi | Melt | Midi | 646 |
| IV-224 | Green and Ivory | Mfd. | Mair | Mend | Mina | 646 |
| IV-224-N | Green and Ivory | Nat. | Mang | Meta | Mise | 646 |

All Moore's Modern Gas Ranges can be equipped for Butane and Bottled Gases without extra charge if specified when ordered—with or without Automatic Top Burner Lighter.

### ACCESSORIES

Oven equipped with gas burning Broiler and Robertshaw Oven Heat Regulator in addition to Oven Thermometer EXTRA.

# MOORE'S

## *Series*

## SPECIFICATIONS

RIGHT HAND OVEN ONLY
Series 51

| Number | Color | Gas | Code | Shipping Weight |
|---|---|---|---|---|
| IB-51 | Ivory, Edged with Black, Black Trim | Mfd. | Obit | 530 |
| IB-51-N | Ivory, Edged with Black, Black Trim | Nat. | Obol | 530 |
| IG-51 | Ivory, Edged with Black, Moss Green Trim | Mfd. | Oder | 530 |
| IG-51-N | Ivory, Edged with Black, Moss Green Trim | Nat. | Omar | 530 |
| IT-51 | Ivory, Edged with Black, Sun-Tan Trim | Mfd. | Onyx | 530 |
| IT-51-N | Ivory, Edged with Black, Sun-Tan Trim | Nat. | Opah | 530 |
| WB-51 | White, Edged with Black, Black Trim | Mfd. | Orie | 530 |
| WB-51-N | White, Edged with Black, Black Trim | Nat. | Oxus | 530 |

All Moore's Modern Gas Ranges can be equipped for Butane and Bottled Gases without extra charge if specified when ordered—with or without Automatic Top Burner Lighter.

### ACCESSORIES

Double Duty Burners EXTRA
Water Heater EXTRA

## FEATURES

### GAS SECTION

Cast Iron—Steel Girder Construction for Rigidity; Floating Porcelain Enameled Parts for Beauty; Automatic Top Burner Lighting—just turn on the gas and the flame and required heat are there instantly—almost like magic; Four New Type Round Aluminum Die Cast Single Duty Burners that give any degree of heat from a low flame to a full flame—clean heat too; Porcelain Enameled Grates; Removable Porcelain Enameled High Burner Pan gives an air of distinction to the burner top—keeps burners clean; Enameled Drip Tray; Large Quick Even Heat Oven cooks things the way they should be cooked; Oven heavily insulated—NOT JUST PADDED—on ALL sides, top, back and door—keeps heat in oven and out of kitchen; Two Large Heavily Tinned Expanded Metal Oven Racks—keep small baking dishes and custard cups from tipping; Oven Burner lights through oven bottom; Oven Burner Valve automatically locks when in closed position; Heavy Removable Porcelain Enameled Oven Linings—easy to keep clean; Robertshaw Oven Heat Control watches the food while you do the things you like best—saves gas too; New Type Broiler Drawer—moves in and out on roller bearings; Smokeless, Spatterless Broiler Pan and Porcelain Enameled Tray raises and lowers without opening drawer or touching Broiler Pan; Porcelain Enameled Broiler Compartment heavily insulated; Roomy Cooking Top; Heavy Gauge Porcelain Enameled Backguard; Bakelite and Chrome Hardware; Commodious, Rigidly Constructed Storage Compartment Drawer 17″ wide, 20½″ deep, 8″ high; Oven 16″ wide, 19½″ deep, 13″ high; Broiler 16″ wide, 19½″ deep, 8½″ high; Height of Cooking Top 34½″; Height of Oven Section 43½″; Gas Cooking Top 20″ deep, 19″ wide.

### COAL SECTION

Cast Iron Construction for Rigidity; Porcelain Enamel for Beauty; Return Flue heats the floor like a base burner and circulates the heat all over the room like a circulating heater; Heavy Cast Iron Linings extend right up to the cast iron top of the range—no exposed steel body parts in the Coal Box Section; Direct Draft Damper for starting fire and burning refuse; Sturdy Duplex Grates burn any type of fuel; Deep Roomy Ashpit; Blued Polished, Rust Resisting Top with Black Porcelain Enameled Outer Rim; Coal Section 18½″ deep, 9¾″ wide.

Length Overall 50″
Height Overall 43½″
Depth of Range Top 21½″

# ASTORIA

*51*

What an advantage the modern housewife has! Imagine preparing a meal in a few minutes—mother would have spent hours at it. Of course, mother did not have one of the Modern Gas Ranges.

When your kitchen is equipped with a Moore's, simply prepare your meal, put it in the oven, set the Automatic Heat Control, and forget about it until time to serve.

Spend more time in the great outdoors—swimming, driving, golfing, romping in the park with the children. Forget home cares and enjoy the refreshing air and sunshine.

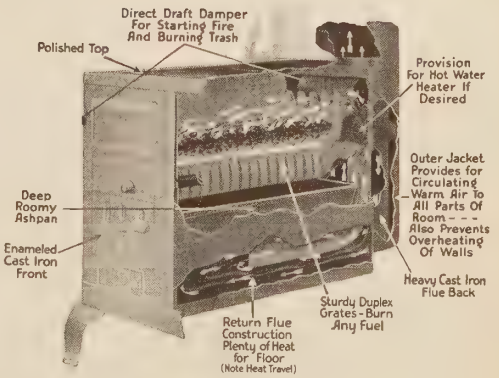
And when everybody comes home, there is a delicious, well-cooked meal all ready to serve—juicy steaks, broiled in a jiffy—fluffy cakes that melt in your mouth—vegetables with none of the life-giving vitamins destroyed by over-cooking.

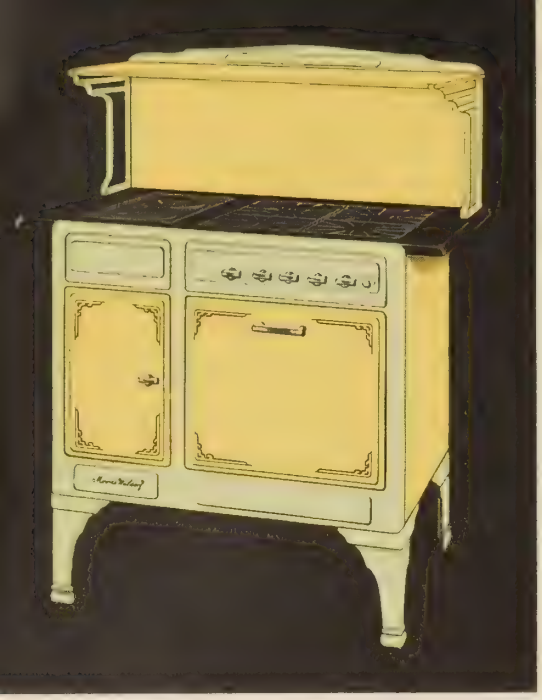
There's no factor more important to family health than the right kind of a gas range—a Moore's Modern Gas Range.

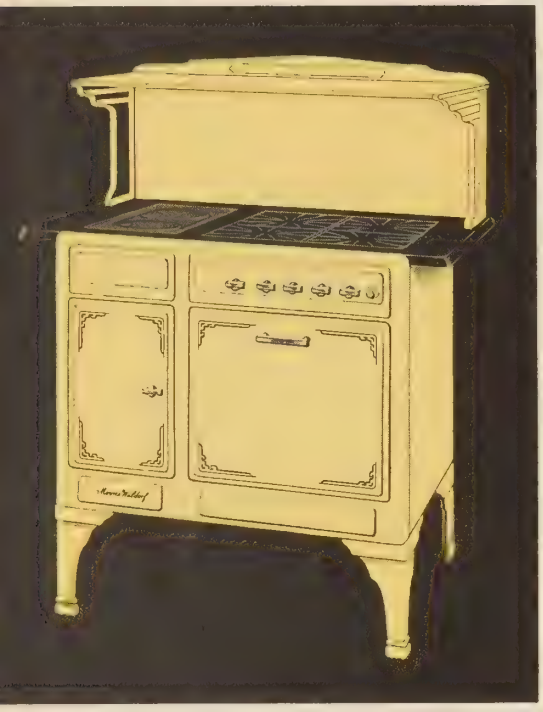
One of these beautiful colors in lustrous porcelain enamel will harmonize with your favorite color scheme—

Ivory, Edged with Black, Moss Green Trim
Ivory, Edged with Black, Sun-Tan Trim
Ivory, Edged with Black, Black Trim
White, Edged with Black, Black Trim

*Coal Burning Section*


Direct Draft Damper For Starting Fire And Burning Trash
Polished Top
Provision For Hot Water Heater If Desired
Outer Jacket Provides for Circulating Warm Air To All Parts Of Room - - - Also Prevents Overheating Of Walls
Deep Roomy Ashpan
Enameled Cast Iron Front
Heavy Cast Iron Flue Back
Sturdy Duplex Grates - Burn Any Fuel
Return Flue Construction Plenty of Heat for Floor
(Note Heat Travel)





# MOORE'S

## *Series*

An economical, convenient combination of gas for cooking and compact coal heater for warmth and extra cooking space when needed. Ideal where space is limited.

Can be furnished in porcelain enamel in the following color combinations—

Ivory, Edged with Black, Black Trim
Green and Ivory
Buff and Ivory

RIGHT HAND OVEN ONLY

Series 41

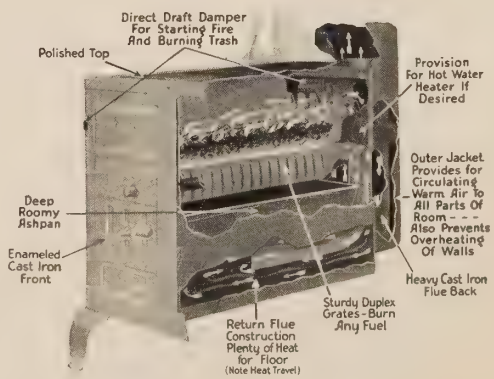
| Number | Color | Gas | Code | Shipping Weight |
|---|---|---|---|---|
| IB-41 | Ivory, Edged with Black, Black Trim | Mfd. | Padl | 385 |
| IB-41-N | Ivory, Edged with Black, Black Trim | Nat. | Pedo | 385 |
| IBU-41 | Buff and Ivory | Mfd. | Palm | 385 |
| IBU-41-N | Buff and Ivory | Nat. | Pepo | 385 |
| IG-41 | Green and Ivory | Mfd. | Pica | 385 |
| IG-41-N | Green and Ivory | Nat. | Port | 385 |

All Moore's Modern Gas Ranges can be equipped for Butane and Bottled Gases without extra charge if specified when ordered—with or without Automatic Top Burner Lighter.

ACCESSORIES

Water Heater EXTRA

*Coal Burning Section*


Direct Draft Damper For Starting Fire And Burning Trash
Polished Top
Provision For Hot Water Heater If Desired
Outer Jacket Provides for Circulating Warm Air To All Parts Of Room - - - Also Prevents Overheating Of Walls
Deep Roomy Ashpan
Enameled Cast Iron Front
Heavy Cast Iron Flue Back
Sturdy Duplex Grates - Burn Any Fuel
Return Flue Construction Plenty of Heat for Floor
(Note Heat Travel)

# WALDORF

*41*

## FEATURES

### GAS SECTION

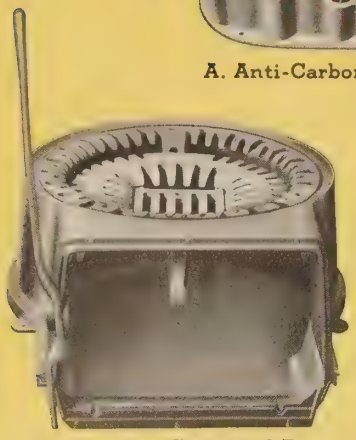
Cast Iron—Steel Girder Construction for Rigidity; Floating Porcelain Enameled Parts for Beauty; Automatic Top Burner Lighting—just turn on the gas and the flame and required heat are there instantly—almost like magic; Four New Type Round Aluminum Die Cast Single Duty Burners that give any degree of heat from a low flame to a full flame—clean heat too; Porcelain Enameled Grates; Removable Porcelain Enameled High Burner Pan gives an air of distinction to the burner top—keeps burners clean; Enameled Drip Tray; Large Quick Even Heat Oven cooks things the way they should be cooked; Oven properly insulated — NOT JUST PADDED—keeps heat in oven and out of kitchen; Two Large Heavily Tinned Expanded Metal Oven Racks —keep small baking dishes and custard cups from tipping; Oven Burner lights through oven bottom; Oven Burner Valve automatically locks when in closed position; Heavy Removable Porcelain Enameled Oven Linings—easy to keep clean; Robertshaw Oven Heat Control watches the food while you do the things you like best—saves gas too; Roomy Cooking Top; Porcelain Enameled High Shelf; Bakelite and Chrome Hardware; Oven 16″ wide, 19½″ deep, 13″ high; Height of Cooking Top 34″; Gas Cooking Top 19″ wide, 19″ deep.

### COAL SECTION

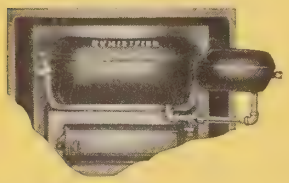
Cast Iron Construction for Rigidity; Porcelain Enamel for Beauty; Return Flue heats the floor like a base burner and circulates the heat all over the room like a circulating heater; Heavy Cast Iron Linings extend right up to the cast iron top of the range—no exposed steel body parts in the Coal Box Section; Direct Draft Damper for starting fire and burning refuse; Sturdy Duplex Grates burn any type of fuel; Deep Roomy Ashpit; Blued Polished, Rust Resisting Top with Black Porcelain Enameled Outer Rim; Coal Section 9¾″ wide, 18½″ deep.

Length Overall 36½″
Height Overall 55″
Depth of Range Top 22¼″

A. Anti-Carbon Fire Pot

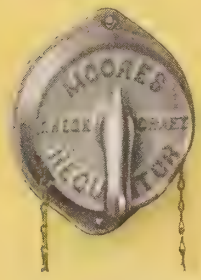


B. Ball Bearing Grate and Roomy Ash Pit

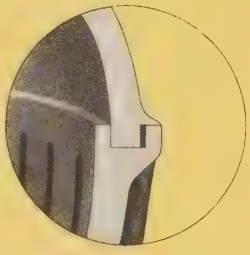


C. Automatic Humidifier

D. Water Heater Bulb

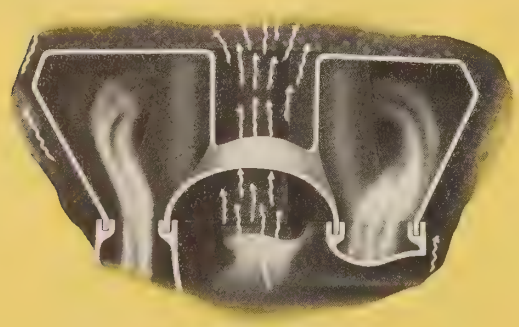



E. Draft Regulator



F. Sealed Cup Joints

G. Heavy Feed Section



H. Self-Cleaning Heat Intensifier

# MOORE'S SELF-CLEANING FURNACE

As in Moore's Ranges and Heaters, only the purest pig iron, with ores combined in a special formula to produce the most practical cast iron, is used. Every casting is designed to give long life and provide the greatest heat-radiating efficiency.

The heating unit and air passages are scientifically designed to give greatest heating capacity and economy in the use of fuel.

Embodied in Moore's Furnaces are exclusive construction features, which are easy to explain and easy to understand—plus a reputation of seventy-eight years for quality and durability. And—when the furnace is installed, these features make for perfect satisfaction and performance.

Every furnace is completely assembled and inspected before leaving the factory.

### ANTI-CARBON FIRE POT

A Moore's Self-Cleaning Furnace is equipped with a heavy, slotted Anti-Carbon Fire Pot which is described in detail on page 10. Since the fire continually burns around the outside of the fire pot, it becomes a prime radiating surface because it is not insulated by a layer of ashes and unburned coal —more heat with less fuel.

### BALL BEARING GRATE AND ROOMY ASH PIT

B Moore's Ball Bearing Grate is so constructed that the heaviest bed of fuel can be easily shaken by slightly moving the upright shaker handle which controls the grate. There is a draw center for convenience in removing clinkers.

### AUTOMATIC HUMIDIFIER

C This is easily attached (by removal of a plug) to the moisture pan of any Moore's Furnace. No extra equipment is required. It automatically feeds water to the moisture pan which is always full and requires no attention. Its low cost makes it a possible feature with every furnace.

### WATER HEATER BULB

D Moore's Furnaces are provided with an offset in the feed mouth to accommodate a hot water heater for domestic purposes—this may be either a pipe coil or a cone-shaped bulb. This bulb is hung in the fire pot on one side and to the back, and produces an abundance of hot water. It is tapped for one-inch pipe, and furnished extra on special order.

### DRAFT REGULATOR

E A neat, well-made draft regulator is furnished with each Moore's Furnace. It is bolted at a convenient place on the first floor and connects to draft and check with a chain. This permits control of drafts without going into the basement.

### SEALED CUP JOINTS

F At the left is pictured the joint between the fire pot and the feed section in Moore's Self-Cleaning Furnace. Note the perfect fit and the deep-sealed cup joint which seals in the cement and insures against all leakage. Note, too, the thick, rugged construction of the castings.

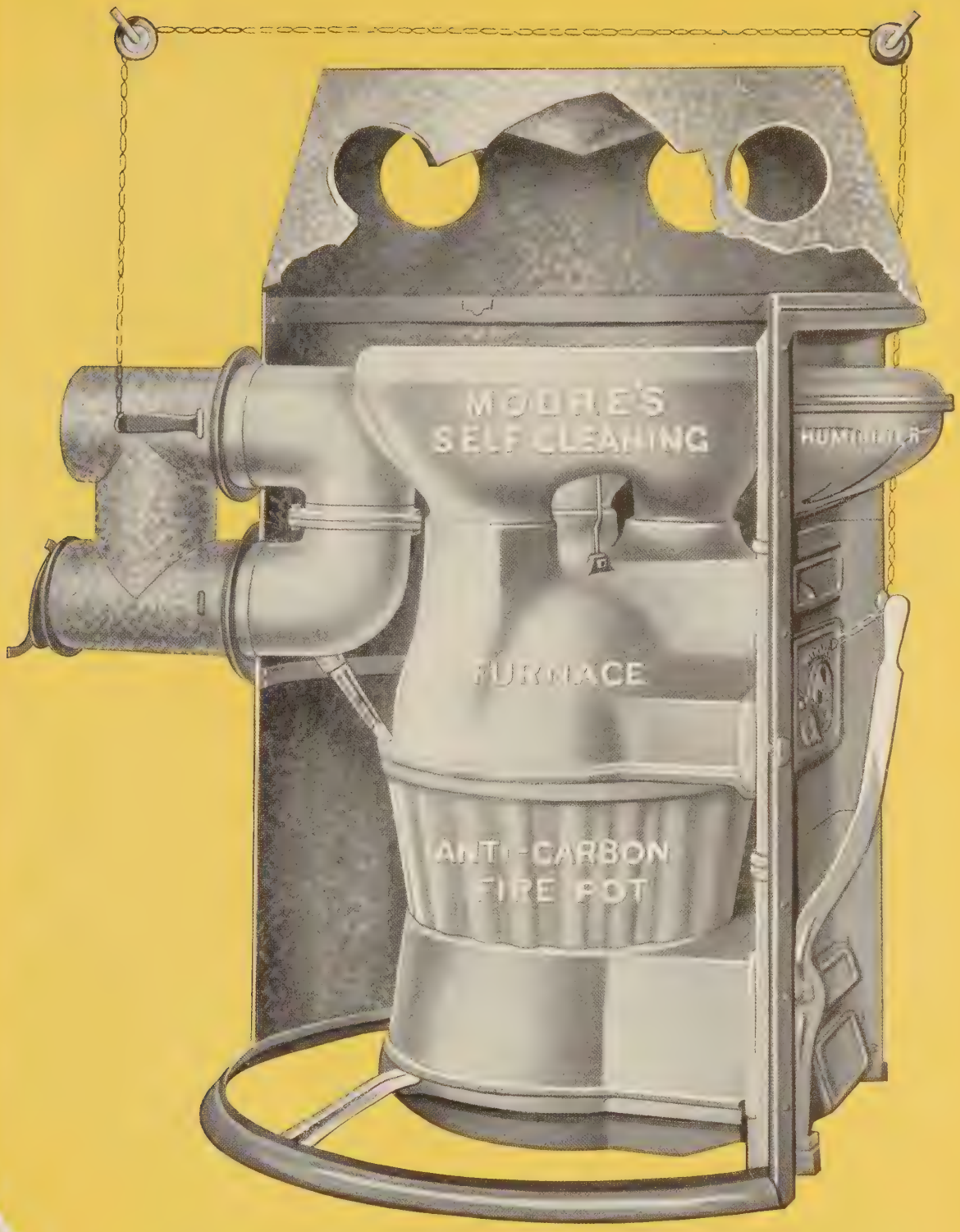
### HEAVY FEED SECTION

G The feed section of Moore's Self-Cleaning Furnace has three large openings which carry the products of combustion up into the self-cleaning radiator. It is so designed as to provide a maximum of radiating surface, and is straight-shouldered so that it will not crush as ordinary furnaces do under hard firing. It is a heavy, one piece casting and has an offset in the feed mouth to accommodate a hot water heater.

### SELF-CLEANING HEAT INTENSIFIER

H The illustration in the extreme lower left corner shows a section of two of the heat intensifier legs. Flames cling to the outside and upon reaching the top travel backward toward the smoke outlets where the flames coming up from the combustion chamber ignite any unburned gases—another worthwhile saving in fuel. It can be seen that there are no surfaces where soot or ashes can collect to insulate the castings.

Radiator is designed so that it can be turned in three different positions . . . Straight Back, Right Front, Left Front. This feature makes possible shorter flue pipe connections.




## SPECIFICATIONS

| No. | Code | Diameter Fire Pot | Diameter Smoke Pipe | Sq. In. Capacity | No. and Size or Equiv. of Bonnet Pipes | Rated Heating Capacity in Cubic Feet |
|---|---|---|---|---|---|---|
| 343B | Dame | 21″ | 8″ | 500″ | 4-12″ | 15,000-20,000 |
| 348B | Day | 24″ | 8″ | 700″ | 6-12″ | 20,000-28,000 |
| 356B | Delegam | 27″ | 9″ | 1100″ | 9-12″ | 28,000-40,000 |

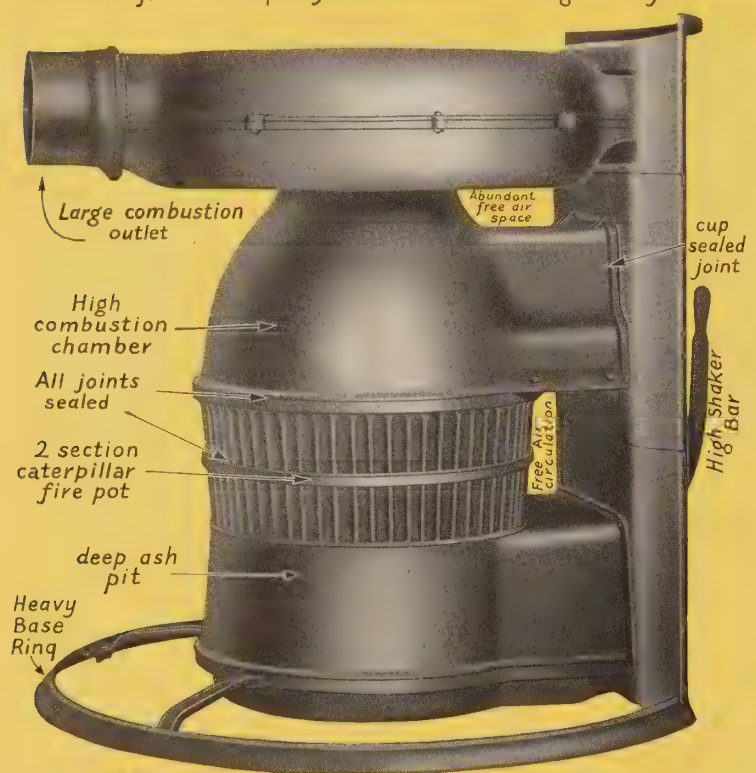
| | CASTING SIZES | | | | CASING SIZES | | | |
|---|---|---|---|---|---|---|---|---|
| | Feed Door Opening | Ash Pit Door Opening | | | Lower Section | | Upper Section | |
| No. | Wth. Ht. | Wth. Ht. | Height of Castings only | Diam. Casings | Width | Length | Width | Length |
| 343B | 13¾″x13¼″ | 17½″x10¼″ | 52½″ | 43″ | 25⅛″ | 8′11⅛″ | 25½″ | 8′11⅛″ |
| 348B | 13¾″x13¼″ | 18½″x10¾″ | 54½″ | 48″ | 23⅝″ | 10′ 1½″ | 29¼″ | 10′ 1½″ |
| 356B | 15½″x13″ | 20″ x13″ | 60¼″ | 56″ | 29 1/16″ | 11′10½″ | 29 1/16″ | 11′10½″ |

# MOORE'S SUNGLO

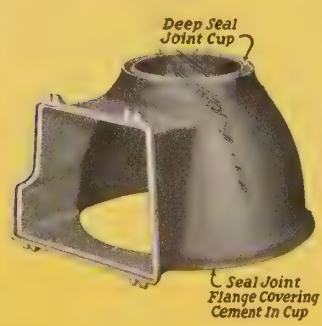
## SEALED-JOINT FURNACE

Moore's Sunglo represents advanced thought in furnace construction. Cup joints are made wherever sections of the furnace come together, and these cup joints are sealed by flanges. Flanges on the main front form a cup into which the mouth of the feed section is nested. All castings are of heavy cast iron construction, made to fit perfectly, and every furnace is completely assembled and inspected before leaving the factory.

The special construction features shown below insure that Moore's Sunglo will give economy, durability and lasting satisfaction. We suggest that you study them closely in order to present to your prospects all the advantages of Moore's Sunglo.


Radiator Extra large diameter with unusual free air capacity
Clean out extends through main front
Large combustion outlet
Abundant free air space
cup sealed joint
High combustion chamber
All joints sealed
2 section caterpillar fire pot
Free Air circulation
High Shaker Bar
deep ash pit
Heavy Base Ring

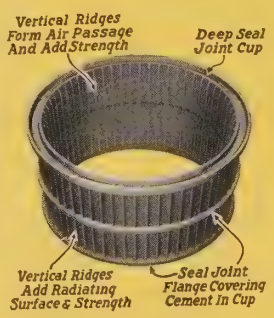
### HEAVY, STRAIGHT-SHOULDERED FEED SECTION



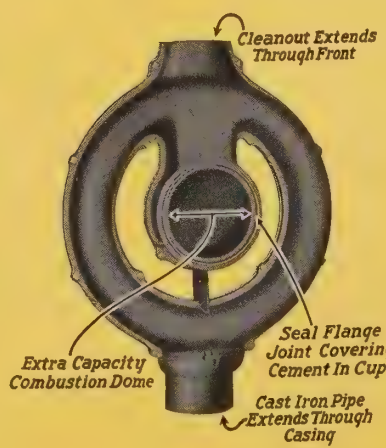

The feed chamber is high, with straight sides and a very large opening into the radiator chamber. The products of combustion generated in the fire pot follow and rub against the sides of the combustion chamber, thus making this large, massive casting a prime radiating surface. There is no overhanging ledge at the top as in ordinary furnaces, but the exit is smooth and offers free passage into the radiator.

### TWO-SECTION CATERPILLAR FIRE POT

The caterpillar fire pot is in two sections, heavily constructed and reinforced on the inside and outside by vertical, staggered ridges. This design makes the pot of uniform thickness and gives it great tensile strength. The ridges on the outside add greatly to the radiating surface, while on the inside they allow a passage of air between the fuel and the sides of the fire pot — causing better combustion which, of course, means more heat with less fuel.

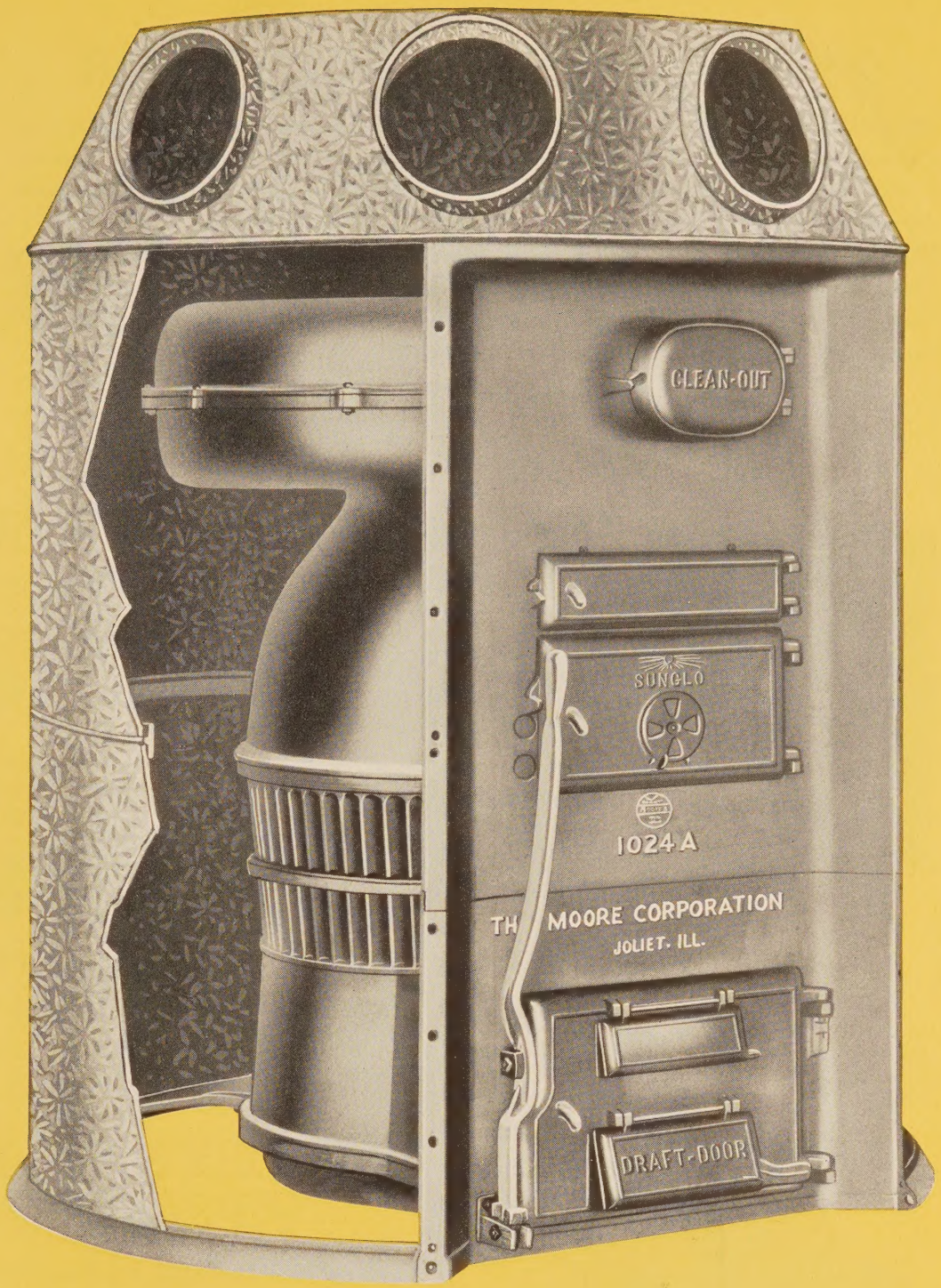

Vertical Ridges Form Air Passage And Add Strength
Deep Seal Joint Cup
Vertical Ridges Add Radiating Surface & Strength
Seal Joint Flange Covering Cement In Cup

### RADIATOR


Cleanout Extends Through Front
Seal Flange Joint Covering Cement In Cup
Extra Capacity Combustion Dome
Cast Iron Pipe Extends Through Casing

Much care has been exercised in making this radiator of proper size and capacity, and in shaping the channel for the easy flow of the products of combustion.

The cleanout end of the radiator is surface ground and covered by a ground surfaced cap held in place by bolts fitted with wing nuts, forming a gas-tight joint. This joint is made easily accessible by a swinging door in the main front.



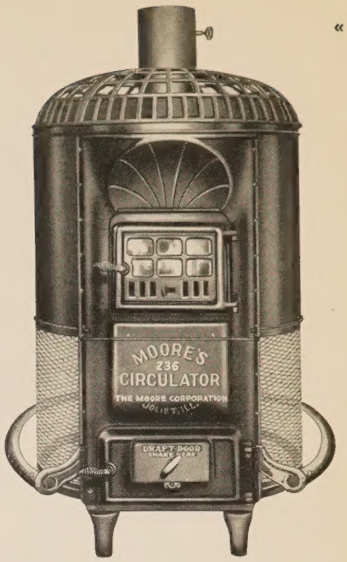

## SPECIFICATIONS

| No. | Code | Diameter Fire Pot | Diameter Smoke Pipe | Sq. In. Capacity | No. and Size or Equiv. of Bonnet Pipes | Rated Heating Capacity in Cubic Feet |
|---|---|---|---|---|---|---|
| *1018 | Zeal | 18″ | 8″ | 400″ | 5-10″ | 12,000-16,000 |
| 1021A | Zero | 21″ | 8″ | 485″ | 4-12″ | 16,000-20,000 |
| 1024A | Zepher | 24″ | 9″ | 690″ | 6-12″ | 20,000-28,000 |
| 1027 | Zello | 27″ | 10″ | 1085″ | 9-12″ | 28,000-45,000 |

| | CASTING SIZES | | | CASING SIZES | | | | |
|---|---|---|---|---|---|---|---|---|
| | Feed Door Opening | Ash Pit Door Opening | | | Lower Section | | Upper Section | |
| No. | Wth. Ht. | Wth. Ht. | Height of Castings only | Diam. Casings | Width | Length | Width | Length |
| *1018 | 11½″x10″ | 16″ x 9½″ | 45½″ | 38″ | 24″ | 7′ 8¾″ | 19⅞″ | 7′ 8¾″ |
| 1021A | 13¾″x13¼″ | 17½″x10¼″ | 52½″ | 43″ | 25⅛″ | 8′11⅛″ | 25½″ | 8′11⅛″ |
| 1024A | 13¾″x13¼″ | 18½″x10¾″ | 54½″ | 48″ | 23⅝″ | 10′ 1½″ | 29¼″ | 10′ 1½″ |
| 1027 | 15½″x13″ | 20″ x13″ | 60¼″ | 56″ | 29 1/16″ | 11′10½″ | 29 1/16″ | 11′10½″ |

All joints sealed, Ball Bearing Shaking Ring and Center Draw Grate, Upright Shaker Handle. Triangular 4-Bar Revolving Anti-Clinker Grate may be furnished for 1021A and 1024A if desired. *No. 1018 has one piece fire pot.

# MOORE'S 236 CIRCULATOR



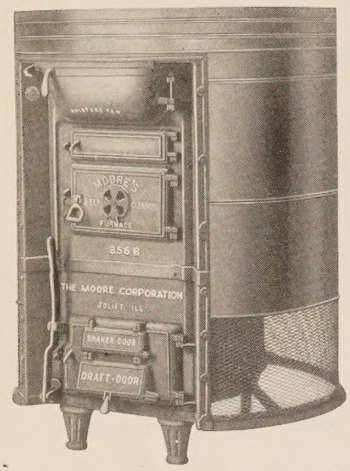

Moore's Circulator is a complete and compact heating system for stores, shops, schools, garages, lodge rooms, etc. It occupies a floor space only three feet square, yet it warms large volumes of space by circulating moist, warm air—just like a furnace.

Burns any fuel. Equipped with Moore's Anti-Carbon, Slotted Fire Pot, Humidifier, Ball Bearing Grate, and Ash Pan. Ash pit door, door frame and draft slide ground to a true fit. Joints sealed permanently with pure asbestos wicking.

## SPECIFICATIONS

| No. | Code | Dia. of Fire Pot | Dia. of Casing | Rated Heating Capacity in Cubic Feet | Pipe Size | Shipping Weight |
|---|---|---|---|---|---|---|
| 236 | Derby | 18″ | 32″ | 12,000-18,000 | 7″ | 535 |

# MOORE'S ROOM HEATERS



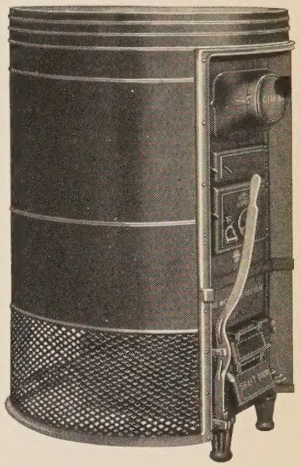

There are large numbers of buildings such as schools, churches, stores, halls, garages, etc., that need the benefits of circulated warm air heating, but have no basement in which to install a furnace. Moore's Room Heaters were designed to fill this need. The regular castings of Moore's Furnaces are used, and an attractive casing open at both top and bottom is built around them.

### Self-Cleaning Room Heater

This heater is equipped with self-cleaning heat intensifier, heavy, straight - shouldered feed section, anti-carbon fire pot, and large, roomy ash pit. It also has a large humidifier which provides plenty of moisture. The inner construction is the same as in Moore's Self-Cleaning Furnace shown on pages 36 and 37.

### Sunglo Room Heater

This heater has the famous Moore's sealed-joint construction. Every joint is a deep cup joint, sealed by a flange. The ash pit is large and roomy, with upright shaker handle. The heater is equipped with a two piece, caterpillar fire pot, heavy straight-shouldered feed section, and large capacity, balanced radiator. See description of Sunglo Furnace on pages 38 and 39.

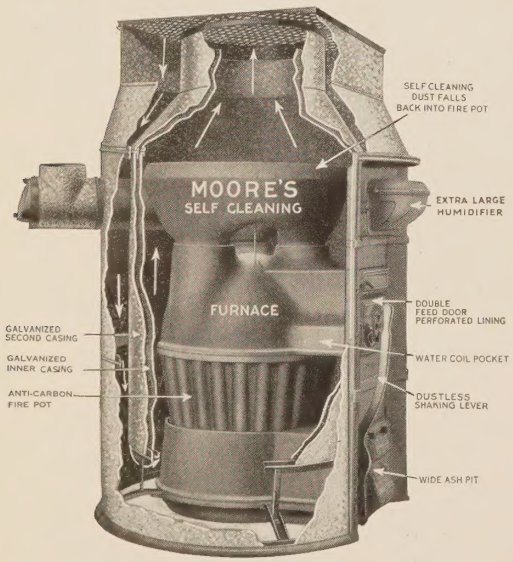


## SPECIFICATIONS

| No. | Dia. of Fire Pot | Dia. of Casing | Code | Rated Heating Capacity in Cubic Feet | Shipping Weight |
|---|---|---|---|---|---|
| 343B | 21″ | 43″ | Fabe | 16,500-22,000 | 1065 |
| 348B | 24″ | 48″ | Faic | 22,000-30,800 | 1335 |
| 356B | 27″ | 56″ | Faem | 30,800-44,000 | 1775 |

## SPECIFICATIONS

| No. | Dia. of Fire Pot | Dia. of Casing | Code | Rated Heating Capacity in Cubic Feet | Shipping Weight |
|---|---|---|---|---|---|
| 1018 | 18″ | 38″ | Fair | 12,000-17,600 | 765 |
| 1021A | 21″ | 43″ | Fala | 17,600-22,000 | 1020 |
| 1024A | 24″ | 48″ | Fand | 22,000-30,800 | 1300 |
| 1027A | 27″ | 56″ | Fein | 30,800-49,500 | 1720 |




# MOORE'S SELF-CLEANING PIPELESS FURNACE

Moore's Self-Cleaning Pipeless Furnace embodies many of the special construction features of Moore's Self-Cleaning Pipe Furnace which is shown on pages 36 and 37. Where a pipeless furnace is desired, the Moore's will fill the requirement perfectly, and give an efficient circulation of warm air plus great durability and economy of fuel consumption.

The inner casing is double, with an air space between the two parts, which makes for perfect separation of the hot and cold air and thus adds to the circulating efficiency. The anti-carbon fire pot not only affords a saving of one-third to one-half in the amount of fuel used, but, being a prime radiating surface, it enables the furnace to circulate a greater volume of warm air.

## SPECIFICATIONS

| No. | Code | Dia. Fire Pot | Dia. Outer Casing | Dia. Inner Casing | Dia. Heat Pipe | Dia. Smoke Pipe | Oxidized Copper Register | Size of Feed Door Opening Wth. | Size of Feed Door Opening Hgt. | Size of Ash Pit Door Opening Wth. | Size of Ash Pit Door Opening Hgt. | Rated Heating Capacity in Cubic Feet |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 843A | David | 21″ | 43″ | 35″ | 26″ | 8″ | 35″x35″ | 13¾″ | 13¼″ | 17½″ | 10¼″ | 10,000-20,000 |
| 848A | Daniel | 24″ | 48″ | 40″ | 30″ | 8″ | 40″x40″ | 13¾″ | 13¼″ | 18½″ | 10¾″ | 18,000-30,000 |
| 856 | Delibo | 27″ | 56″ | 48″ | 36″ | 9″ | 45″x45″ | 15½″ | 13″ | 20″ | 13″ | 28,000-45,000 |

*The name Moore's is your guarantee*

*of*

MOST MODERN DESIGN
NEWEST FEATURES
HIGHEST QUALITY

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# MOORE'S RANGES HEATERS FURNACES

## PROVED BEST FOR 78 YEARS

### STOVE CASTINGS

The first thing required in the making of a good stove casting is good material—and trained skill in the handling of this material.

Our molders are trained in our own plant, under men who have had years of experience with our product. They are given the best of equipment, material and advice—every piece of work they turn out is rigidly inspected—all of which makes for the best product possible.

The first material necessary in the making of high grade stove castings is molding sand. Though the country is being flooded with many kinds of cheap, synthetic sand—to say nothing of the many inferior grades of natural sand—The Moore Corporation has, at a MUCH GREATER COST, never used any molding sand other than A#1 Albany Sand. This sand is shipped from New York State—the freight alone being greater than the cost of many inferior sands. Space does not permit us to go into detail as to why this is the best sand for stove and furnace castings, but every foundryman will agree that it is the best.

The second material necessary to the making of castings is iron which, to the inexperienced, is just iron. We know there is a great difference in iron—that which will make machinery, farming implements or malleable castings will not make good stove castings. The iron used by Moore's is analyzed before and after going through our cupola. The best grades of stove plate pig iron are purchased from blast furnaces making a specialty of such iron. Every charge of iron that goes into our cupolas is properly mixed by weight before it reaches the charging floor.

Moore's do not use old machinery, implements or other scrap iron—which can be purchased for much less than pig iron—in the manufacture of their stove castings because, if they did, they would be unable to control the mixture because they would have no knowledge of the analysis of the scrap iron.

It may be interesting to the reader to know why quality stove castings cannot be made from pig iron and inferior scrap. A stove plate cupola must melt iron rapidly and evenly so as not to absorb more than just a certain amount of the impurities of the coke and other materials. If you were to melt pig iron only and your cupola was scientifically handled—the pigs being of one size—you would get out of your cupola the same mixture you put in; but, if you were to use a scrap iron, the analysis of which you knew nothing about—and said scrap being either larger or smaller than the pig iron—you would be sure to get an uneven melt and consequently several grades of castings. Therefore, the main reason that Moore's get quality castings from their foundry is because they use nothing but pig iron and their own foundry scrap. The melting of their iron is supervised by a man with forty years of experience, over thirty of these years in Moore's plant.

Moore's are proud of their reputation for making the best quality as well as the best looking castings for stoves and furnaces.